

# PRINTERS'

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS



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## STRIPPED FOR ACTION

IMITATION may be the sincerest of flattery, but on the high seas of industry, it is condemned as just plain piracy.

Four years ago a new merchant ship slid down the ways of Sleeper Products, Inc. She was christened "Perfect Sleeper"—the first fully practical tuftless innerspring mattress. Her papers read, "To trade in fair competition with the tufted type of mattress."

Year after year her voyages have grown longer. She has dropped anchor in more and farther ports.

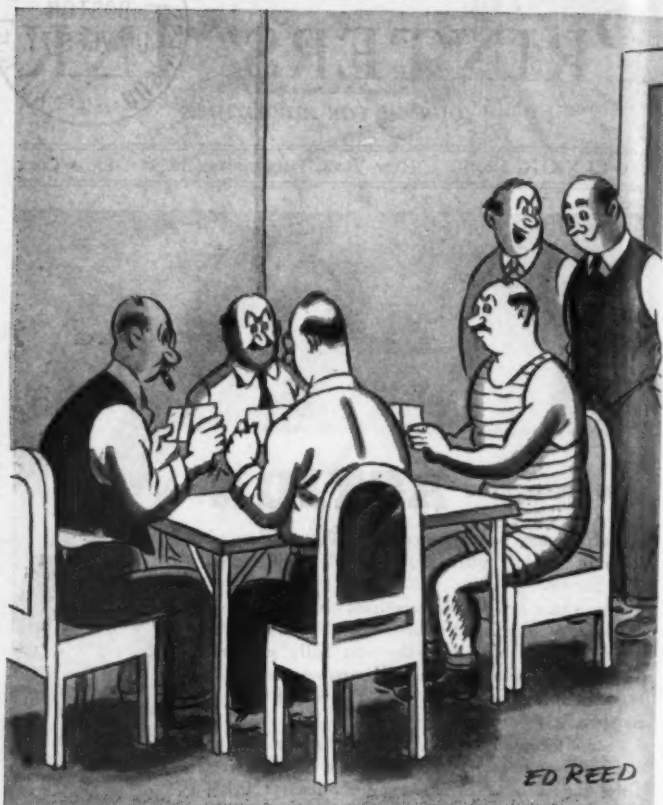
But the news of success excites rapacity. Privateers, flying the Jolly Roger of imitation, have in sight. It was fight or run.

With the aid and counsel of Ayer & Son, this merchantman was converted into a battleship. Her advertising guns, of salute caliber, were replaced with higher powered ordnance. Copy range was extended. Circulation coverage was broadened. Sales strategy was amended.

There has been much long-range firing and some stiff action at close quarters, but no buccaneering foot has reached the Perfect Sleeper's deck. Not a shot has pierced her armor of public preference.

### N. W. AYER & SON, Inc.

Washington Square, Philadelphia • New York  
Boston • Chicago • San Francisco • Detroit  
London • Montreal • Buenos Aires • São Paulo



**"He pulled too many aces out of his sleeve  
. . . We make him play this way now!"**



The Des Moines Register and Tribune's 43% coverage of all Iowa is an ace in any advertiser's sleeve. You can't lose your shirt when backed by the 275,028\* circulation of this great state newspaper . . . a winning hand that takes a billion and a half dollar market jack pot at lowest milline rates in Iowa.

\*Sept., 1935, six months average.

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# PRINTERS' INK

NEW YORK, DECEMBER 5, 1935

## This Week

SO completely unknown was the product that many a dealer, upon receiving a sample, would send it back; and many another dealer, after having accepted a sample, and a display, found that they would stand on his counter—and stand and stand—without pulling a single sale.

Thus started a depression enterprise whose product—Lavena—now sells in the principal cities in nineteen States and in virtually every Woolworth and Kresge store from coast to coast.

Lavena's story, told to Andrew M. Howe by the Lavena Corporation's president, Dain D. Fuller, leads this week's issue.

It's a story of **pioneering**, and of **constructive merchandising**.

\* \* \*

If, in passing upon a decision of the New York Supreme Court, the Supreme Court of the United States holds unconstitutional one section of New York's fair-trade law, **price-maintenance** legislation in every State that has tried by law to uphold resale prices will be blown higher than Gilroy's kite. In more scholarly language than that, I. W. Digges, of the New York Bar, explains all the implications of the lower court's holding in *Doubleday, Doran & Co., Inc., vs. R. H. Macy & Co.* See "Price Control Stalemate."

\* \* \*

In Kansas, specifically at Oak Hill Farm, which is at the Middle-Western Buffalo, a dirt farmer, who has spoken through these pages before, has been reading a bulletin entitled "Average Prices Received by Farmers for Farm Products; October 15, 1935, with Comparisons." And the reading

has moved F. B. Nichols to write about how the **farmers are filling the sales vacuum**.

\* \* \*

As was known by Stevenson and as is known by Anderson and Lewis, a bit of exaggeration makes a tall tale true. Continuing his "Preface to Advertising," Mark O'Dea pleads for **better and bigger exaggeration**, and offers a tip or two on its effective use.

\* \* \*

It was the American Zinc Institute, Inc., that galvanized the galvanizing business. K. J. T. Ekblaw, the institute's manager of sales promotion, tells about a campaign for more and better galvanizing, and what the campaign accomplished. See "**Reviving a Fading Market**."

\* \* \*

Some of those billions really may buy something, after all. From Washington, Chester M. Wright reports that enough evidence has been collected to convince a good reporter "that Uncle Sam is going into the business of providing manufacturers with market data on an amazing scale." Manufacturers eager to be amazed may gather a preview from Mr. Wright's enlightening piece called "**U. S. Finds Market Facts**."

\* \* \*

Not always can history be depended upon to repeat itself; but right often it happens that a development of today throws new highlights upon something, rather similar that eventuated yesterday. Having read "—And Sudden Death," Arthur H. Little turns back the pages to an advertising

war—a war over scare copy; and from comparisons and contrasts he draws the advertising moral: Watch Humanity.

\* \* \*

"Read and Be Weary" captions a piece of writing that doesn't fatigue. It's the label on a review, by T. Swann Harding, of the latest fearsome book to emerge from Consumers' Research, Inc.—Frederick J. Schlink's "Eat, Drink and Be Wary." Mr. Harding's summary: "... prejudiced, inaccurate, and inexcusably sensational," but "we can only hope that it will do some good in spite of its numerous defects."

\* \* \*

This week P. I. comments editorially—and adversely—upon the Federal Trade Commission's recommendation that the **F. T. C. Act**

be amended to give the commission jurisdiction over "deceptive acts and practices in commerce." The news pages digest other recommendations and summarize the commission's report of stewardship. See "Ask Trade Law Changes."

\* \* \*

Carrying forward a study of **sampling to consumers**, P. I. outlines the coupon technique of twenty-three companies. Under varying circumstances and motivated by varying purposes, the methods disclose originality and inventiveness.

\* \* \*

When Harford Powell's Sydney Mulch sought an **advertising job**, he started a debate. This week the readers write—one of them to reveal, in strictest confidence, that this year's Advertising Man of the Year will be Fred Astaire.

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# COMPACT

## LESS COSTLY TO SELL

Economies of time and selling expense are readily apparent to advertisers in the compact Providence-Rhode Island market. Providence has a population averaging 14,188 to the square mile and in this respect is exceeded by only seven other cities. Rhode Island is the most densely populated state in the Union and in addition has a compact wholesale and retail set-up.

Compactness such as this, eases distribution problems, simplifies merchandising ... and cuts down selling costs.

Compactness is one reason advertisers look to the Providence-Rhode Island market for quick action at low cost. Another is the effective, economical coverage of the Journal-Bulletin combination.

### Providence Journal - Bulletin

**THE MILWAUKEE JOURNAL**  
Friday, December 5, 1935

**It's Time to Start Sewing Those Personal Presents for Christmas**  
Doubt Lingering, Rich Robes...  
Blouses, Grand Gowns, etc.

**Paul Cost for Making Washable Dog**

**Friday Market Basket**

**Christmas With Vegetables in Cans**

**For the Controller of the Currency**



**W**OMEN own half the wealth of the country, economists say—but husbands admit there is no fifty-fifty suffrage when it comes to spending money. Women hold the purse strings! And in Milwaukee, The Journal holds the enthusiastic interest of women with unmatched coverage of all affairs fundamentally and changelessly feminine. This interest is impressively indicated in The Journal's advertising lineage: four times as much women's wear lineage as the second paper—more than twice as much on foods, furniture and home furnishings, and department stores.

**THE MILWAUKEE JOURNAL**  
FIRST BY MERIT

# A Depression Success

How New Product, Unknown and Unsung Thirty Months Ago,  
Became Outstanding Leader in Drug Field

As Told to Andrew M. Howe

By Dain D. Fuller

President, The Lavena Corporation

**A** LITTLE over two and one-half years ago a new Chicago company, the Lavena Corporation, introduced a new product, Lavena, to women in Fort Wayne, Indianapolis, Terre Haute and Decatur.

Today this 60-cent cosmetic product is on sale in the leading department and drug stores in the principal cities of nineteen Middle-Western and Eastern States and in practically every Kresge and Woolworth store in the United States. One at a time new territories are being opened. Sales in the older districts continue to increase.

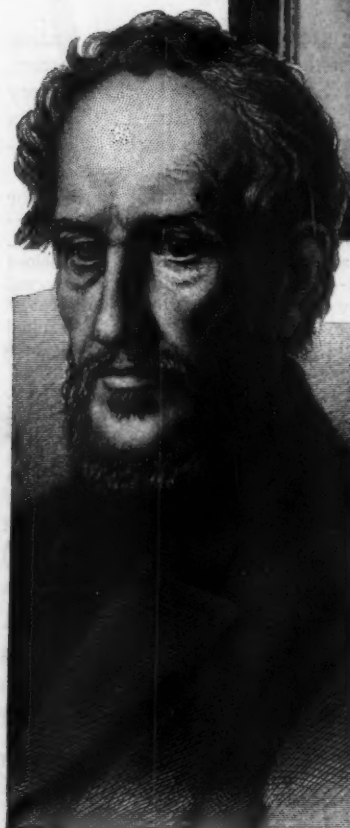
It would have been difficult introducing a new product. The depression was very much with us. Business failures were close to a new high; new business incorporations were the lowest in many years.

Despite this, Lavena forged ahead. Furthermore, it was handicapped more than most other successful new products. It was a totally strange and new trade-mark. The company was wholly unknown to the trade. There was no other similar product on the market. In addition, we ourselves were not sure of our outlets. We did not know what appeals would be most effective. There were many reasons why women might use this preparation, but we had to discover what the most important reasons were through tests and surveys. We did not know what sort of co-operation we could expect from retailers and wholesalers. We were, in brief, starting from scratch, an unknown company, with an unknown product, and not even

to select a worse period for ♦  
sure of our most logical market.

These handicaps, however, helped us to build soundly, to proceed cautiously and avoid costly mistakes that might have resulted from rushing ahead with preconceived ideas as to the proper procedure. We weren't wedded, blindly, to old methods. We did not attempt to force national distribution with a campaign based on the wrong appeal, as we might have done. We did not attempt to obtain widespread distribution through the wrong outlets. We did not run up a high percentage sales cost in markets incapable of producing large volume.

Lavena is an oatmeal powder preparation which, blended with a little water, makes a treatment cream that is beneficial to abnormal skin conditions. The use of oatmeal for this purpose is not new. Skin specialists have been prescribing it for years. Women in our grandmothers' day used oatmeal



"John Howard Payne, the sixth child of William Payne, was born in the city of New York, (old number) 33 Broad street, near to the corner of Pearl street, on the 9th day of June, 1791. It is a singular fact that the date and place of his birth have, on every occasion of a notice of him in the encyclopedias, and even on his tombstone at Tunis, hitherto been wrongly stated. Although he was born in the city of New York, yet the larger part of his early childhood was spent at the old homestead, East Hampton, Long Island. It was there his young heart drank its first inspirations from the beautiful nature that surrounded him, and where *the lowly cottage, and the birds singing gayly, that came at his call, made the lasting impression which recurred in after years when, An exile from Home, he wrote the song that will live forever.*"

The Life and Writings of John Howard Payne  
by Gabriel Harrison, published 1875

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HN HOWARD PAYNE was a giant among the American literary figures of his day. Yet his astonishing production—dramas, operas, essays, criticisms, editorials—only one simple idea is known to the world today. One hundred and twelve years after it was written, "*Home, Sweet Home*" lives in every heart and is the emotional expression of a basic idea.

LES figures look like a cold proposition. For instance, "*Home, Sweet Home*" sold 1000 copies during the first year, with a return to the publishers of 2000 guineas. But analyze this. What was the impulse behind each purchase? *A human heart led to action by a basic emotional urge.* Consider the motive behind the purchase of a lipstick, a new car, a new hat. How different?

LES figures, taken apart, are fascinating pictures of individual human beings—striving, competing, seeking better health,

larger incomes, more fun in life.

That's what the manufacturer and his sales force may forget, in the press of other matters. That's what the advertising agency is paid to remember.

J. Walter Thompson Company, in representing a product to the world, believes in moving through the open door to the human mind and heart that this agency calls a *basic idea*.

This is the line of least resistance through sales channels and into the consumer's hands. But it is a line not easy to find, and hew to, in the preparation of advertising copy. Otherwise there would be few worthy products in distress, or faced by a falling market.

The success of this agency in finding the line, and hewing to it, is shown by the success and growth of products advertised; and by the leadership of the agency itself.

Howard Payne  
died 1875

WALTER THOMPSON COMPANY

rather extensively as a beauty treatment.

One of the first things we discovered was that it would be inadvisable for us to feature it as a medication. Our market would be definitely limited and, furthermore, the medical profession is not in complete agreement on the value of oatmeal for specific skin disorders. We are leaving, therefore, the prescribing of oatmeal or Lavena for specific skin diseases to the medical profession. Our appeal is to women who want a facial that softens, whitens and cleans the skin and combats such ordinary complaints as rough, dry skin, large pores, blackheads, and oily skin.

#### **Distribution Built Carefully**

Feeling our way carefully, we first obtained distribution in a few cities, at the same time experimenting with different advertising appeals. We knew, of course, that our primary outlets would be department stores, chain drug stores and independent drug stores. We soon learned that in breaking into a new market, the department store was our best bet.

Women expect the leading department stores to carry the latest items. When they hear of Lavena and become interested they immediately inquire for it at the department stores. These stores, in turn, are anxious to be the first to introduce a new product. They are willing to co-operate in many ways.

The demand created by our advertising spreads naturally to chain drug stores and independent druggists. The best way to arouse the interest of these dealers, we have discovered, is to influence women to ask for Lavena. The dealers then inquire of their jobbers and thus distribution through these outlets is built on a sound foundation.

In the beginning we sent a sample package to every drug dealer in the territories which we were opening. It was accompanied by a counter display piece. Later this practice was discontinued because we found it was doing us more harm than good. Many dealers re-

fused to accept the package which was sent by mail. They were unfamiliar with the product and the company and they were afraid that they would receive an invoice for the goods later on. Some who did accept the display did not use it because the product was unknown to them. In numerous instances the display and sample package occupied space on the dealer's counter for some time without a sale resulting. The product was unfamiliar to the dealer's customers. Demand for it had not yet been created. When our salesman came around to solicit an order, the dealer believed he had evidence that the item would not sell—because it had been on display without results.

Today we first introduce the product through leading department stores and then the chain drug stores. These stores, having a reputation of their own, help us materially in the introductory work. Advertisements are run in the newspapers over the dealer's own name. Lavena is unknown to the women readers but their confidence is gained by the sponsorship of such stores as Marshall Field, Bloomingdale and L. Bamberger.

#### **Does Not Believe in Allowances**

We do not believe in advertising allowances. Except in specific cases during an introductory period, our newspaper and our radio advertising has been placed by us and carries no retailer's name. We do not run co-operative advertisements, listing dealers. We want to retain complete control of our advertising. We want the right to select media and prepare our own copy. We place our own advertising and pay national rates.

The only exceptions, as I have explained, are in the case of well-known, reputable stores that can help us with our initial distribution problems by advertising Lavena over their names. We furnish the copy and we pay for these advertisements only when the bill is accompanied by a tear sheet as proof of insertion. We pay in cash and not with merchandise or credit.

*(Continued on page 86)*

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Being Hoisted



## HOISTING

Processions of girders rise unwaveringly upward as a structure's framework towers. In hoisting steel or hoisting sales the mechanism must be reliable as well as powerful. A sales-elevating medium of proven merit, The Sun is a valuable newspaper for advertisers because it embodies both qualities. The 300,000 New York families in The Sun's audience are people whose standards of living are broader and whose regular needs consequently are greater. Advertising to this responsive group adequately is the way to hoist sales in New York profitably.

**The  Sun**

*The Newspaper of Distinction in its Readers,  
its News and its Advertising*  
**NEW YORK**



# How to Tame a Guest

**N**OW comes the Institute of Personality and Charm, staffed, informed, and geared to supply American homes with the latest and highest rulings on such questions as:

"How to Develop a Speaking Voice that Everyone Will Admire"

"What a Charming Hostess and Host Should Know and Do"

"How to Avoid Worry"

"Table Manners—at Home and in Public" and

"How to Start a Conversation"—with a kind of implied promise that information will be forthcoming, also, on how to stop one.

The institute is a creation of Campana Corporation, which manufactures Italian Balm and Dreskin. Its director is Mary Morgan, authority on such matters.

Already, over the air—in the

"First Nighter" and "Grand Hotel" programs—Miss Morgan has announced that, in exchange for cartoons, the institute is prepared to send to seekers after truth a series of short-cut bulletins, authoritatively explaining all about etiquette and personality-development. Already the institute has released instruction on How to Make Your Ambitions Come True.

The bulletins, fifty in number, are to be punched to fit a notebook cover, and later on the institute will supply the cover itself—thus insuring the fortified possessors' quick and ready reference.

The Campana Corporation announces that the institute is a plus-effort, a supplement to an aggressive program that already has placed Campana products among the fastest sellers in their field.

## Succeeds Schaefer at Paramount

George J. Schaefer, vice-president of Paramount Pictures, Inc., New York, and with the firm for years in sales executive capacities, has resigned. Neil Agnew, who has been assistant to Mr. Schaefer, succeeds him as vice-president. Mr. Agnew has served as branch manager, district manager and in 1933 was made manager of the Western sales territory. He has served as sales manager for the last eighteen months.

## Appoints Manternach

Sesamee Lock Company, Hartford, Conn., keyless locks, has appointed The Manternach Company, of that city, as its advertising agency. George Hergis is the account executive. Promotional work will include trade and consumer publications as well as direct mail.

## Hickok to Tracy-Locke-Dawson

The Hickok Manufacturing Company, Rochester, N. Y., men's belts, buckles, braces, garters and jewelry, has appointed Tracy-Locke-Dawson, New York, as its advertising agency.

## Joins "Review of Reviews"

Lloyd R. Wasson, formerly a newspaper and magazine representative, has joined *Review of Reviews*, New York, succeeding Arthur Hohmann, resigned.

## Names Bowman, Deute, Cummings

Bowman, Deute, Cummings, Inc., has been appointed advertising counsel for the Western division of the Japan Tourist Bureau. The account will be serviced by the San Francisco and Los Angeles offices of the agency. The Western division of the Japan Tourist Bureau maintains headquarters at Los Angeles.

## Beach with "Modern Brewery"

Allan E. Beach, advertising manager of Littleford Bros., Cincinnati, makers of brewery equipment, has resigned to join *Modern Brewery*, New York, as managing editor. He was formerly associated with the Ralph H. Jones Company.

## A. J. Fernandez Leaves Curtis

A. J. Fernandez, circulation manager of the Curtis Publishing Company for the last three years, has resigned. He was formerly assistant to the advertising director of the firm. Benjamin Allen has been appointed acting circulation manager.

## Gorham Account to Thompson

The Gorham Company, Providence, R. I., silverware, has appointed The J. Walter Thompson Company, New York, to handle its advertising account, effective January 1, 1936.

## Small Advertisements Lure Guests to New York Hotel

Number 3 in a Series of 1/2-Minute Interviews  
With Successful Advertisers.



"In handling the Piccadilly Hotel advertising last Summer," reported Robert H. Kupsick of the Eastern Advertising Agency, New York, "we had the not unusual problem of finding enough guests to fill the hotel without exceeding the medium-sized appropriation to which we were limited.

"We decided that our best bet for getting immediate, paying guests was to tap the lucrative Summer tourist business. We felt that the Piccadilly, located in the Times Square district, would be particularly attractive to Summer visitors to the city.

"So we ran a series of small, keyed advertisements in a number of New York newspapers," he continued. "The advertisements, which featured the Summer attractions of the city as much as the qualities of the hotel, measured only 3 and 4 inches, but they ran consistently.

"In selecting the newspapers to carry this advertising, our main consideration was to reach persons everywhere with money to spend on travel and in hotels.

One of the newspapers used was The New York Times.

"We were not surprised," Mr. Kupsick went on, "when our little

ads in The Times brought guests to the Piccadilly from widely scattered places over the United States, and from foreign points as well. In checking results from our advertising, however, we discovered that more than 60 per cent of our inquiries came from The Times.

"You know that the very nature of advertising precludes it from being an exact science," he observed. "But this experience brought us to the conclusion that buying space in The Times could be compared to the scientific, mathematical certainty employed by an engineer in building a bridge. All guesswork is eliminated.

"These results confirmed our opinion, also, that a good advertisement in a good medium is bound to bring good results, always. It was natural, after this experience, that we should confine the Piccadilly Hotel advertising to The New York Times."

## The New York Times

# Girl and Dog



**A** SMILING little girl and a hairy and happy terrier now take on an assignment with Santa Claus.

If you live west of the Mississippi, you'll see her on outdoor boards—her and her dog in the arms of an unusually benign St. Nick; and she'll be saying: "Please be kind to everyone, Santa." And the product reference—the little girl and her dog advertise White King Soap—will be confined to a package picture.

"Sometimes," explains the White King Soap Company, "an advertising campaign proves to be bigger in its general effect on the public than the job immediately at hand of selling a certain product.

"Especially is this true of an advertising idea built upon human appeal, wherein the characters made familiar by continued presentation become implanted in the public

mind as motivating forces for the public good.

"Of course, there have been variations of this idea in use at Christmas time almost since advertising was born. Many firms willingly spend money on campaigns, or contribute to general funds, to stimulate the spirit of generosity.

"But it remains the good fortune of this company to be the first to create a campaign of 24-sheet posters that will be supplemented with car cards, easel cards, window strips and soft sheets, all reproduced from the original design, which we call 'The Spirit of Christmas.'"

Not every advertisement will go so far as to present a picture of the package. In some instances the authorship will be indicated merely by a small-type line, reading: "Courtesy of White King."



## Bijur with Fletcher & Ellis

George Bijur, for the last year director of advertising and sales promotion of the Columbia Broadcasting System and who recently resigned to head his own organization, is relinquishing his present enterprise to become a director and vice-president of Fletcher & Ellis, Inc., New York agency. He is in charge of the agency's creative departments.



## Has Poloris Account

Poloris Company, Inc., New York, Poloris Dental Poulitice, etc., has appointed Churchill-Hall, Inc., New York, to handle its advertising. This agency handled the account prior to May, 1934.

## Changes at Paris & Peart

Eugene J. Cogan, for the last eight years space buyer for Paris & Peart, New York agency, has been promoted to account executive. Frank H. Pamentel, who has assisted Mr. Cogan for the last two years, has been appointed space buyer. John S. Allen, formerly with Kenyon & Eckhardt, Inc., has joined the agency as assistant to Mr. Pamentel.



## Firth Carpet Names Ayer

The Firth Carpet Company, New York, manufacturer of carpets and rugs, has appointed N. W. Ayer & Son, Inc., as advertising counsel.

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# Price Control Stalemate

Doubleday Decision Puts Up a Pretty Problem That May Floor Lawmakers, State and Federal

By I. W. Digges

Of the New York Bar

THE Doubleday decision by the New York Supreme Court, sitting in Westchester County,\* again has directed the attention of the business man to the law, and that of the lawyer to the problems of business. (*Doubleday, Doran & Co., Inc., vs. R. H. Macy & Co.*)

Manufacturers and wholesalers long have felt the need of controlling the price at which the goods they sell are to be resold by the immediate purchaser. Various have been the ways, and ingenious the methods, by which they have sought to accomplish that end. At every turn, however, they seem to have been barred by the rigid adherence of the courts to an old legal principle that resale prices are not to be artificially supported. This latest decision adds at least one more setback to a long series of defeats.

Feeling that prices, and price policies, are matters immediately affecting the general public, and are vested with a public interest, the courts, from early times, have adopted the position that any contract or agreement which seeks to interfere with the natural and free movement of prices is against public policy and unenforceable. Thus it has been repeatedly held that a seller cannot compel a purchaser to live up to his agreement not to sell below a certain minimum price nor can the seller collect damages from the purchaser when such a clause

in a contract has been violated.

In recent years there have been many advocates of the minimum price school, who have presented strong arguments in favor of a resale price maintenance policy. They have been convincing enough to persuade several States, including New York, to pass legislation declaring contracts legal and valid which control the resale price. The New York statute goes still further. It provides:

Wilfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated in any contract entered into pursuant to the provisions of Section 1 of this act, whether the person so advertising, offering for sale or selling is or is not a party to such contract, is unfair competition and is actionable at the suit of any person damaged thereby.

The Doubleday decision holds this section of the New York statute to be unconstitutional. Such a decision is fraught with serious implications, commercial even more than legal, which reach deeper than the question of whether a controlled resale price is preferable to an unrestricted one.

The basis upon which the court refused validity to the second section of the New York statute was its assumed violation of the United States Constitution. This decision, if affirmed by the higher courts and definitely established as law, would tend to preclude the separate States from passing legislation of this nature. Even amendments to the State Constitutions would not permit of such regulation, as the Federal Constitution is the con-

\* In New York, the Supreme Court is the Court of first resort in important proceedings. Usually appeals from its decisions go to the Appellate Division, but constitutional questions go directly to the Court of Appeals, without passing through the Appellate Division. If the Federal Constitution is involved, a further appeal lies to the United States Supreme Court.

trolling instrument. So we would end in the dilemma that while the individual States would be prevented from enacting this type of statute, the Federal Government likewise would be unable to exercise control of resale price policy where intrastate business alone would be affected.

Let us examine into the potentialities of such a condition. It is not the contention of the writer that maintained resale prices are desirable. It must be conceded, however, that they might very well be, or presumably the New York legislature would not have adopted the law. Certainly, if such should prove to be the case, there should rest somewhere the authority to enact and enforce suitable laws. In the present state of the law in New York, following the decision of its Supreme Court, sitting in Westchester County, such authority rests in no man's land. The States cannot attack the issue without violating constitutional guaranties; the central Government cannot cope with it without exceeding the limits of its delegated powers.

The only outcome of this stalemate, in the event that controlled prices should be found desirable, as a matter of public policy, would be an amendment to the Federal Constitution extending the jurisdiction of the United States Congress to such matters. Such a manner of control, however, might well prove more harmful than a continued state of unrestricted prices. The function of the central Government is to control matters so large in scope and far-reaching in consequence that they could not be adequately managed by the States.

Questions of price, however, are so closely related to separate localities and conditions prevailing in the various trading areas that their wholesale treatment on a national basis might be more than difficult—probably disastrous. A policy highly desirable in the densely populated areas of an industrial State might spell the ruin of an agricultural community. A State which found itself forced to adhere to an inappropriate scale of prices

would indeed be in a quandary.

In logic, it would seem that the State is the proper unit to control its own price policies. Here the problems are of relatively greater import to the legislator, and strike more nearly home to him. The State legislature is a law-making body close to the situation over which it exercises dominion, and intimately acquainted with the interplay of economic forces inherent in the situation. It would seem to be the proper repository for such power.

It is now necessary to inquire whether the holding in the Macy case, which seems to make this desirable result more difficult, is likely to remain unchanged by the Appellate Courts. For the purpose of recalling the provisions of the statute no better résumé could be used than that of the Court itself, as follows:

To summarize: This statute authorizes the producer of branded articles which are in fair and open competition with commodities of the same general class produced by others to include in sales contracts a provision that the buyer will not resell the article except at a price fixed by the seller. It is further provided by the section under attack that anyone willfully and knowingly selling any such commodity at less than the price stipulated in such a contract must respond in damages to any party injured, though the party so selling at the lower price is not a party to any contract.

The Court immediately indicates that that portion of the statute permitting the direct parties to the sales contract to stipulate as to price maintenance, and be bound thereby, is undoubtedly constitutional. As the statute contains a "saving" clause providing that if any part of it should be held invalid, the valid portions should nevertheless remain in force, it is apparent that so much of the legislation as has not been voided is still in effect. Attention, therefore, is focused immediately upon the second section of the statute.

The operation of this section is more easily illustrated than ex-

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plained. The facts of the Macy case serve as an excellent example. Doubleday, Doran, the plaintiff, sold certain books to the defendant Macy. Later, the publisher sold the same books to another retailer under a contract in which the retailer agreed not to resell below a certain fixed price. Macy had notice of this second contract, but continued, nevertheless, to sell the books it had purchased from the publisher below the minimum resale price fixed in the contract between Doubleday, Doran and the second retailer. This is what the second section of the statute expressly prohibits and makes an actionable wrong.

The Court held that when a purchaser, such as Macy, bought a commodity free of any restriction in its own contract of purchase, he received an unencumbered property right to the article purchased; the essence of such a property right being the power of exclusive control, legislation, or acts of individuals authorized by legislation, such as that under discussion, which limit that full right of voluntary control without providing for any hearing or redress, constitute a deprivation of property without due process of law, and thus violate the fourteenth amendment to the United States Constitution.

#### Cannot Be Applied as Literally Worded

The writer cannot help but feel that in holding thus broadly the Court has disregarded the accepted limitations which adhere to the constitutional guaranties. It is fundamental law, and readily apparent upon momentary reflection, that the constitutional guaranties cannot be applied as they are literally worded. If this were not true, no State could enact child labor laws, establish maximum working hours, enforce zoning regulations, prohibit lotteries and gambling, control liquor and "dope" traffic, regulate the use of firearms and motor vehicles, forbid the practice of medicine or law without a license, or do many of the other things which States do and which, in literal terms, deprive citizens of the

full benefit of their property and the complete expression of their liberty.

Summed up in a word, the constitutional guaranties are not absolute, but are subject to the "police power" of the State. This "police power" is the right of the separate States to pass regulations which are reasonably necessary to provide for the health, safety, morals, convenience or welfare of the public. The only limitation on the exercise by the State of such a power, even where a constitutional provision is impinged upon is that the action of the State must be "reasonable" and not arbitrary or capricious. In addition, it must bear a reasonable relation to the object which it seeks to accomplish, which object, as has been shown, must be the public welfare.

#### The Public Welfare Aspect of Price Maintenance

If traffic and zoning ordinances and maximum hour regulations are proper subjects for State legislation under its police power, why not resale price maintenance? That it is closely bound up with the public welfare and imbued with a public interest is evidenced by the constant refusal of the courts to permit of artificial contractual restraints upon price maintenance. If the people of a State decide, through their legislature, that it is in the public interest to permit stabilized prices, it would seem that the legislature is empowered to do so under the police power, and interference with the fourteenth amendment would not invalidate the regulations unless it could be shown that they were unreasonable, arbitrary, capricious, and unrelated to the goal sought to be attained.

Aside from the police power, however, does not the decision of the Court fail on a more fundamental point? It has already been demonstrated in what manner the Court spells out the deprivation of property; namely, that the publisher, by a later contract with a third party, may limit the control of the original purchaser over his own property.

It is urged, however, that an ex-



# Action



## HEARST

39 VITAL SELLING FOR





**H**EARST newspapers carry the atmosphere of speed . . . . . interest . . . . . movement . . . . . action.

For advertisers this atmosphere creates a swifter pace for sales, spurs advertising results, produces action, speeds profit.

**ST NEWSPAPERS**

ING FORCES IN 18 GREAT MARKET AREAS

tremely vital fact has been overlooked by the Court. If the statute is in effect at the time the original purchaser buys the commodity, he receives a property right which is limited at the moment of purchase by the existence of the statute. He does not get as full a title as he would have received had the law not been on the books. When action is taken under the statute, the original purchaser does not lose a property right, for he never had it. He received originally only a qualified title. Even at the moment it was purchased, he knew, or should have known, that the resale price was subject to later restriction under the terms of the existing statute.

The case is analogous to purchase of a conditional title. Suppose that X sells property to Y on the condition that should X remarry, title to the land should revert in him. Later X does remarry, by his very act depriving Y of the right to continue as owner of the land. This, certainly, is not deprivation of property without due process, for Y never had full title to the realty. The title was always conditional, always subject to defeasance, and, therefore, when he actually lost the ownership, it was but the fruition of that defect.

In the case of resale price maintenance under the New York statute, such a condition and flaw is attached to the original buyer's title by the terms of the statute, and he cannot complain if such a weakness, which he purchases

along with the goods, later proves to be the cause of a limitation upon him. After all, if he wishes to protect himself against such a deficiency in his title, he can do so by the original contract of purchase, by including therein a clause to the effect that the New York statute shall not apply to him. Failing such an express negation, he should be deemed to have made his contract in contemplation of the terms of the statute, and in accordance therewith.

With the appeal of the Macy case, fraught as it is with questions of social and commercial policies, and legal problems, the higher courts will be faced with a serious decision. Their final word is presently unpredictable.

That there is ample room for conflict is evidenced by a decision rendered on November 1, 1935, in the New York Supreme Court sitting in another county, which, in an extremely short opinion, holds the statute to be constitutional. Since the facts in this case are not recited in the decision, it is impossible to reason generally in regard to its significance. The question involved is a constitutional one, and for that reason the case may be brought to the Federal Courts for final determination. It is hoped that such will be the result, and that we may have an authoritative decision of the United States Supreme Court upon the question which will, whatever its holding, establish certainty where now there can be but conjecture.

#### Start Havana Agency

Massaguer & Donnin is the name of a Latin-American advertising agency formed with offices in the Sevilla-Biltmore Hotel, Havana, Cuba. Conrado W. Massaguer, caricaturist and advertising man, at one time with Gimbel's in New York, and Irving N. Donnin, former advertising manager of the Havana Post, are the principals.

#### Heads Texas Centennial Radio

Merle H. Tucker has been appointed director of radio publicity activities of the Texas Centennial Commission of Control. He will have offices in Dallas. He was recently with the Southwest Broadcasting System.

#### Gutterson Makes Change

Ernest L. Gutterson, former assistant manager of the Northern California agency of Phoenix Mutual Life Insurance Company, San Francisco, has been appointed superintendent of field service, with advertising as one of his responsibilities for the California-Western States Life Insurance Company, of that city. He succeeds Fred Faulkner, resigned.

#### KSD Advances Hamlin

E. W. Hamlin, formerly assistant sales manager of station KSD, owned and operated by the St. Louis Post-Dispatch, has been promoted to the position of sales manager of that station.

# Farmers Fill the Vacuum

Nation's Sales Volume Increases Mightily as Larger Streams of Cash Flow Over the Countryside

By F. B. Nichols

Oak Hill Farm, Buffalo, Kansas

A COLORFUL story of brilliant rural financial progress is mirrored from long rows of figures in a bulletin that was designed for a limited circulation among statistically minded individuals and issued recently by the Government. It was prepared by the Crop Reporting Board of the United States Department of Agriculture, under the title of "Average Prices Received by Farmers for Farm Products: October 15, 1935, With Comparisons."

The data it contains are based on averages of reports from 10,873 correspondents over the nation. Their findings were weighted according to the relative importance of price-fixing districts and states in computing the United States averages.

This circular shows that the favorable agricultural trends which have been reflected from various communities and areas, such as I mentioned (PRINTERS' INK, October 10, 1935, page 15) in reference to the rural neighborhood (West Buffalo, northwest of Buffalo, in Southeastern Kansas), are national.

It indicates, as an instance, that the prices received by farmers for all groups of their products rose from 102 per cent of the pre-war (August, 1909, to July, 1914) average on October 15, 1934, to 109 per cent on October 15, 1935. In that time the prices paid by countrymen for manufactured goods declined from 126 to 123 per cent of the pre-war level. Therefore the rural exchange position, which is the ratio of prices received by farmers to prices paid, and is the most important commercial figure affecting agriculture, rose from 81 to 89 per cent of the pre-war base.

In other words, rural people have made good gains during the last year on both ends of the business scale. The products they grow have been selling at advancing prices on an average while the commodities they buy have been declining in cost.

Such a market set-up obviously increases a farmer's buying power. And it naturally has been of splendid psychological value in awakening a renewed faith in the future among country folks. It explains why my neighbors have been purchasing paints, roofing materials, furniture, household appliances, grain binders, tractors, threshing machines and automobiles, about which I wrote in my previous PRINTERS' INK article.

## Prosperity of Dollar Wheat Is Almost Here

A detailed study of the data on which these national averages are based makes the reasons for the recent noteworthy rise in rural merchandising even more apparent. The farm price of wheat, for example, increased from 88.5 cents a bushel on October 15, 1934, to 96.3 cents on October 15, 1935. Those individuals who have been declaring for the last several years that "what this country needs to bring prosperity is dollar wheat" have nearly reached their goal.

Or take the values of meat-producing animals, which are of far more national commercial consequence than quotations from wheat markets. They rose from 74 to 125 per cent of the pre-war average during the last year. That gain of 51 points fully explains the loud roars of protest from consumers about retail costs of meats

# Research—a *fundamental* Means to an end

... *getting facts is never an end in itself*

**T**HE true function of advertising research is apt to become blurred in these complex times. Too often, it assumes an academic importance which loses sight of its fundamental task — that of getting new facts about markets and merchandise from which to evolve great selling ideas.

*How to find out* often over-shadows *what to find out*. But Lord & Thomas always remember that *getting facts* is not an end in itself, though we yield to none in our recognition that fact-finding is a fundamental means to our ends.

## *Where Facts Are Found*

Facts from which great Reasons-Why are sifted may be found *outside*, as well as *inside*, a client's business. And in the fundamental research which yields these facts, Lord & Thomas delve deeply in many fields.

We believe, for instance, that we are unique for our "liaison" between science and advertising. Many of our most successful campaigns result from facts gathered through personal contact with men in scientific centers, laboratories, hospitals and universities.

Lord & Thomas' ability to get significant facts — *fast* — without involving either a client or ourselves in costly procedure, comes from *knowing exactly where to go*. Every Lord & Thomas office has developed a technique whereby its research is proportioned not only according to population, but according to incomes, occupations, sex, age and race. This makes it possible for us to get our facts with a minimum number of calls.

## *Here is an Example*

We recently completed a national survey for a maker of a small popular-priced packaged article. We interviewed 13,000 consumers in 80 cities, from coast to coast. The time allowed

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us was three weeks—in which we had to make the survey, plan it, organize trained investigators, collect returns, tabulate and analyze them. We had one of the largest independent research organizations in the country estimate on the job. They said, "\$7500—but it can't possibly be done in three weeks."

Lord & Thomas' own Research Department did the job in less than three weeks, at a cost of less than \$4000. And from its facts came a *Reason-Why* that was at once new, compelling and exclusive.

### ***Research Reveals Every Detail of our Client's Business***

Lord & Thomas seek to know every detail of a client's business. His manufacturing, merchandising and distribution are subject to our constant study—from the *outside viewpoint*. We seek to know, personally, the key buyers and policy-pioneers in every line of trade affecting our clients. We contact them regularly. And we have scores of devices for keeping in tune with shifting buying habits, brand preferences, price policies and trade practices.

### ***Rich By-Products Often Revealed***

The getting of these facts is tremendously important. Not only for the ultimate great *Reason-Why*, but for the mine of helpful suggestions which so often reveal themselves as rich by-products for the advertiser. And yet—research can never be more important than as a *fundamental means* to this end: that of sifting these facts for the *one great selling idea* on which success in advertising mainly depends.

This *selection* is the big fundamental in all advertising research. It is also the rare and difficult. But it is a working principle at Lord & Thomas—a *tested* principle born of experience. For we have invested \$180,000,000 for our clients in advertising during the last five years of depression alone.

## **LORD & THOMAS** ***advertising***

*There are Lord & Thomas offices in New York; Chicago; Los Angeles; San Francisco; Toronto; Paris; London. Each office is a complete advertising agency, self-contained; collaborating with other Lord & Thomas offices to the client's interest.*

that one can hear these days around urban butcher shops.

Many of these wails from ruffled metropolitan residents are motivated by the steep values of pork products, and especially bacon. The average farm price for 100 pounds of live hogs increased from \$5.20 on October 15, 1934, to \$9.56 on October 15, 1935.

#### Urban Costs Have Advanced on All Items

City people find little relief these days in their efforts to substitute one food for another as an aid in holding down living expenses. For the costs have advanced on practically all items. They are up, as further illustrations, on chickens and eggs (the gain was from 108 to 132 per cent during the last year), truck crops and dairy products.

Several States (nine to be exact) received a larger agricultural income during the first nine months of 1935 than the commonwealth in which I live. But nevertheless the rural people of Kansas obtained \$169,911,000 during that time from the sale of their principal products, which may be compared with \$155,136,000 for the same months in 1934, and \$127,316,000 in 1933. Kansas farmers also pocketed \$22,183,000 in benefit payments from the AAA during the first eight months of 1935, as compared with \$14,770,000 for a similar period in 1934. In September, 1935, they received \$18,142,000 directly from the sale of their principal products; in September, 1934, \$15,225,000; in September, 1933, \$10,021,000.

Much larger streams of cash are flowing over the countryside than in recent past years. They are going to a group of folks who generally are viewing the future with reasonable optimism. And the needs of these folks are many. During the recent dark years a vast sales vacuum was created over Rural America. Farmers now are filling it.

Their trends of purchasing are brightly mirrored by data from the Standard Statistics Company. It reports that its index of rural retail sales for the United States rested

at 104.5 per cent (1929-1931 equals 100) in September, 1935, which is the highest of any month since May, 1930, and for any September since 1929.

And that, in brief, is the current picture of the farm market for manufactured goods, as reflected by the United States Department of Agriculture and the Standard Statistics Company.

Many sales managers, however, can obtain much additional food for thought from the Government circular I mentioned. It shows, for example, that farm wages have increased from 93 to 102 per cent of the pre-war average during the last year. The farm hands, who also are consumers, are sharing in the growing prosperity over the countryside.

There is no indication in these data of any increase in the rural toll levied by taxes and interest. The composite national index which shows the prices paid for commodities by farmers plus interest and taxes reached 129 per cent of the pre-war level on October 15, 1934, but had declined to 126 per cent by October 15, 1935.

#### Fixed Charges Remain about the Same

The decline, therefore, was 3 points, or exactly the same as the drop in the prices paid by farmers for fabricated products. It appears that the fixed charges of agriculture which are covered by interest and taxes remained about the same throughout the year.

Thus it seems that farmers can use their increase in income for the purchase of manufactured goods. And the cheerful attitude of most country retailers suggests that it is being so employed.

Plenty of other similar psychological indices also are apparent. The rural real estate folks, for instance, have come to life and are showing much vigor. They generally are motivated these days with almost the old-time pep.

Their current enthusiastic attitude toward prospects for business in 1936 was reflected from one State by the recent meeting of The Nebraska Real Estate Association

Dec. 3, 1935

at Lincoln reported lands and prospects.

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at Lincoln. The members generally reported increasing sales of farm lands and a rapidly growing list of prospective customers.

More than 125 salesmen from all parts of Nebraska were present at the convention, which I attended. Amos Grant, of Omaha, the president of this organization for 1936, who made many of the arrangements for the gathering, told me he was amazed at the relatively large attendance. During recent years this association has been mainly kept alive by a corporal's guard of loyal members.

Similar reports on attendance at their meetings are being made by practically all other business groups concerned with sales to the rural field. It is clear that the financial condition of agriculture has improved to a point where the dealers are generally attending the conventions of their trade associations.

Other interesting indices of rapidly reviving business in the agricultural market are supplied by drivers of livestock trucks on the growing extent of their "back haul." Such data usually are more picturesque and delightfully human than the impersonally exact findings of the United States Department of Agriculture and the Standard Statistics Company, or even of the colorful comment at gatherings of dealers.

These drivers generally own their own trucks. But the rates for hauling livestock to the great central markets frequently are so low that there is little or no profit in this work unless the operators also can obtain an income from freight

moved out of urban centers to the farms or country towns. In going from West Buffalo to the Kansas City stock yards, for example, the trucks cover about 150 miles; if a machine returns empty after delivering a load of stock the operating expense takes much or all of the profit made on the livestock shipment.

I rode to Kansas City recently on a truck filled with some of our cattle. For mile after mile on the great U. S. Highway 40 that extends westward from that city we met dozens of livestock trucks outbound, and most of them were loaded with various products used by farmers, such as agricultural machinery and concentrated feeds. I observed that Bill, my driver, was mentally noting the extent of this movement.

Finally we arrived at the Kansas City stock yards. Bill had some time to himself while I was arranging for the sale of the cattle, and he disappeared almost immediately. But I met him after a while as he hurried into the Livestock Exchange building. He explained that he desired to pull over into the wholesale district before starting for home.

At a large building in that area the truck was loaded with farm machinery for one of our local merchants. Bill then appeared from an office and climbed into the driver's seat. "This is my sixth consecutive 'back haul' out of Kansas City," he remarked cheerfully, "and so far as I am concerned the happy days are here again."



### Salmon Packers to Thompson

The J. Walter Thompson Company has been appointed to direct the advertising of the Associated Salmon Packers, Seattle, which is planning a campaign for canned salmon products of the Northwest. A \$200,000 advertising program was voted by the board of trustees of the association last September.

### Roberson Joins Hoyt

John E. Roberson has joined the Charles W. Hoyt Company, Inc., New York, as an account executive and in connection with new business.

### "Chain Store Age" Appoints

*Chain Store Age*, New York, has appointed Blanchard-Nichols-Osborn as advertising representative on all editions for the entire South, with the exception of Atlanta. Professor William J. Bonisteel, of Fordham University College of Pharmacy, has been appointed head of the pharmaceutical department of *Chain Store Age*, druggist edition.

### Names Blackstone

*Mickey Mouse Magazine*, New York, has appointed The Blackstone Company, New York, as its advertising agency.



# Keedoozle, Inc.

**I**T all works with a key.

A shopper, intent, say, upon a can of beans, is met at the store door by key-handler-out. Key in hand, the shopper finds the right glass-fronted enclosure, pokes her key into a lock, and turns it.

But the enclosure doesn't open; instead, a can of beans drops to an enclosed carrier belt, to be carried forward to a place of assembly.

Then the shopper remembers the butter and the bottle of catsup.

Two more key-turns, the first at the butter coop and the second where lurks the catsup; and her shopping is done.

Well, not quite—for now the shopper completes the bookkeeping.

Still key-armed, she goes to the front of the store, where her pur-

chases have assembled; and, with her key, she pokes into life an adding machine, which totals the items and thrusts forth for her its little strip of tape.

And here, for the first time in the transaction, enters an element wholly human—the cashier, who rings up the shopper's money and releases her purchases.

For his first store innovation, Clarence Saunders, Memphis merchant showman, coined the irrelevant name, Piggly Wiggly. Since then he has won and lost two fortunes. Now, in another effort at come-back in which his instrument is to be the shop-by-key idea, he is organizing an enterprise named, only slightly less irrelevantly, Keedoozle, Incorporated.



## Federal Agency Appointed

United Steel and Wire Company, Inc., Battle Creek, Mich., manufacturer of grocery store equipment, has appointed the Federal Advertising Agency, Inc., New York, as advertising counsel. Kenneth Plumb is the account executive.

## Stephens Promoted by Apex

J. Fred Stephens, advertising and sales promotion manager of the Apex-Rotarex Manufacturing Company, Oakland, Calif., has been made sales promotion manager of the parent company, the Apex Electrical Manufacturing Company, Cleveland.

## Henning on "Country Gentleman"

William C. Henning has joined the Chicago office of the Curtis Publishing Company as a member of the sales staff of *The Country Gentleman*. For the last eight years he has been Western manager of *American Boy*.

## Name McKee Agency

Amity Leather Products Company, West Bend, Wis., and Rolfs, Inc., New York, maker of La Garde handbags, have appointed Homer McKee, Inc., Chicago, as their advertising agency.

## Collard to Russell T. Gray

Clark Collard, associated with the advertising agency field in Chicago for many years, has joined Russell T. Gray, Inc., Chicago advertising agency.

## K. N. Whatmore Promoted

Kenneth N. Whatmore, formerly director of International Sales Service Institute, has been made general advertising manager of International Silver Company, Meriden, Conn., parent company. He succeeds Sherman F. Johnson, resigned.

## Forms Le Poer Trench, Inc.

Greville Le Poer Trench, recently with Kindred, MacLean & Company, has formed Le Poer Trench, Inc., 512 Fifth Avenue, New York, specializing in dealer help and point-of-sale ideas for advertisers.

## Sanford Joins Harnischfeger

Wood Sanford, for more than ten years with the Sullivan Machinery Company, Chicago, has joined The Harnischfeger Corporation, Milwaukee manufacturer of heavy machinery, as manager of advertising and sales promotion.

## G. S. Jay with Foster-Milburn

George S. Jay, previously with E. R. Squibb & Sons as sales manager of the wholesale division, is now general manager of the Foster-Milburn Company, Buffalo, N. Y., Doan's pills, ointment, etc.

## Death of Arthur Howell

Arthur Howell, for twenty-seven years Western sales manager of the Campbell Soup Company at Chicago, died last week at Pulaski, Tenn. He was fifty-four years old.

# Answers Rumors with Facts

Advertising Is Used to Explain and Clarify Relationship Between Studebaker and Autocar

NOT every rumor should be dignified by a denial. But when a false story spreads so far and fast that it is given greater credence than the usual gossip tales, then it should be spiked quickly and completely. The Studebaker Corporation is doing just that. It is using paid advertising to explain and clarify the relationship between itself and the Autocar Company. The advertisement minces no words. It does just what the headline declares is its purpose: "TO REPLACE RUMORS WITH FACTS!"

Any company that has gone through receivership is bound to have trouble with rumors. It takes a long time for the trade to forget the past. Studebaker has been making rapid enough progress since the clearing up of its financial difficulties so that most of the ordinary rumors have answered themselves. There has been one, however, that has persisted. It has interfered with sales of Studebaker trucks. It is this rumor that is answered in the special advertisement.

Studebaker manufactures trucks. It once had its own sales and service department. When a merger was pending between Studebaker and the White Company, the latter took over the former's truck sales work. After the Studebaker receivership, White continued to handle Studebaker trucks. Finally, however, this arrangement was terminated.

In the meantime, Studebaker had placed its truck franchise with certain factory branches of the Autocar Company. Because the arrangement proved mutually advantageous, other Autocar branches have from time to time assumed responsibility for selling and servicing Studebaker trucks in their communities.

The rumor that has been bothering Studebaker is to the effect that

this arrangement with Autocar is temporary. Autocar, the story goes, plans to bring out its own low-priced line. Studebaker, the rumor-mongers insist, is merely leaning on Autocar temporarily and the relationship will soon be

## TO REPLACE RUMORS WITH FACTS!

*Studebaker-Autocar situation clarified by statements of President Paul G. Hoffman and President Robert P. Page, Jr.*

### FACTS



**PAUL G. HOFFMAN**  
President, Studebaker Corporation  
Studebaker Corporation is not affiliated with either White Motor Company or the Autocar Company.  
Studebaker Corporation is a separate corporation with its own assets and liabilities.  
Studebaker Corporation is not a subsidiary of the Autocar Company.  
Studebaker Corporation is not a subsidiary of the White Motor Company.  
Studebaker Corporation is not a subsidiary of the White Motor Company.

*Paul G. Hoffman*  
President, Studebaker Corporation



**ROBERT P. PAGE, JR.**  
President, Autocar Company  
Studebaker Corporation is not affiliated with either White Motor Company or the Autocar Company.  
Studebaker Corporation is a separate corporation with its own assets and liabilities.  
Studebaker Corporation is not a subsidiary of the Autocar Company.  
Studebaker Corporation is not a subsidiary of the White Motor Company.  
Studebaker Corporation is not a subsidiary of the White Motor Company.

*Robert P. Page, Jr.*  
President, Autocar Company

broken. The fact that Studebaker and White had separated has been pointed to as evidence of what might happen again.

All of this has been upsetting to Studebaker truck sales. Buyers, not knowing what to believe, have been uncertain about future service arrangements.

Studebaker and Autocar decided that the best way to stop this kind of talk would be to come right out in the open and tell the facts. Not only does the resulting advertisement explain the exact relationship between the two companies but it makes the pronouncement doubly convincing by including signed statements by the presidents of the interested companies.

# Fair Trade Litigation

VARIOUS cases affecting the constitutionality of the Fair Trade Law of the State of New York will probably be before the Supreme Court of the United States before January 1. Efforts are being made to rush the litigation through the New York Court of Appeals so that it may then be submitted to the highest tribunal in an effort to get an early decision.

On Monday of this week the Court of Appeals heard arguments as to the validity of the Fair Trade Act in the appeals taken from Justice Close's decision in the Seck & Kade vs. Webster Drug Company as well as in the book case of Doubleday, Doran & Co. vs. R. H. Macy & Co., Inc.

The American Booksellers' Association, acting as amicus curiae,

obtained permission to file a brief, in the Doubleday case, which, of course, strongly upholds the law. (I. W. Digges, of the New York Bar, discusses the Doubleday case in some detail in another part of this paper beginning on page 15.)

Cooper & Cooper, Inc., manufacturer of razors and blades, also secured permission to file a brief as amicus curiae at a hearing before the Court of Appeals on Monday. Attorney Charles Goldman was instructed to have the Cooper brief before the court within two days' time.

In the Cooper case (Cooper & Cooper vs. Angert) the decision of the lower court sustained the constitutionality of the act. In the other cases the act was held to be unconstitutional.



## Publish "Home Owners Hand Book"

The first issue of *Home Owners Hand Book*, an annual publication, has been published by Housing Publications, Inc., 25 West 43rd Street, New York. The new publication is a guide to the repair, remodeling and construction of homes. The book is sponsored by three executives of *The New Yorker*, although it has no official connection with that publication. The sponsors are Raoul H. Fleischmann, publisher of *The New Yorker*, Eugene R. Spaulding, vice-president and general manager, and Harry T. Hatcher, of its advertising staff.

## National Fireworks to Tracy

National Fireworks, Inc., West Haver, Mass., manufacturer of fireworks and illuminated displays, has placed its advertising account with W. I. Tracy, Inc., New York.

## With Archer A. King

Joseph H. Lynch, associated with *House Beautiful* for fourteen years, has joined Archer A. King, Inc., Chicago, in the service of the magazine publishers in the Midwest territory.

## James Wright Brown Honored

James Wright Brown of *Editor and Publisher*, has been honored by being awarded the University of Missouri School of Journalism medal for distinguished service in journalism.

## Harry L. Kramer Dies

Harry L. Kramer, inventor of Cigarettes, died in Lafayette, Ind., this week. He was seventy-four. He started the Sterling Remedy Company three years ago, specializing on No-Tobac, a cure for smoking. From that product, literally a cathartic, developed Cigarettes. Mr. Kramer was also credited with being the first of the old time advertisers to pay publications half in cash, half in stock, for space.

## Brunswick in New Field

The Brunswick-Balke-Collender Company, Chicago, is planning the addition of mechanically refrigerated soda fountains to its line. C. J. Palmer, formerly vice-president and general sales manager of the Liquid Carbonic Corporation, has been placed in charge of the newly established department.

## Joins A. N. A.

Bankers Life Company, Des Moines, Iowa, has been elected to membership in the Association of National Advertisers. E. N. Mills, secretary, will represent the company in the association.

## Leaves "Dairy Produce"

A. C. Dingwall, secretary and advertising manager of Dairy Products Publishers, Inc., Chicago, which publishes *Dairy Produce*, has resigned, effective December 1.

# Mr. Powel and Mr. Mulch

Some Interesting Letters For and Against Idea Advanced in  
"Ten Bucks a Week to Start"

INTERNATIONAL BUSINESS  
MACHINES CORPORATION  
NEW YORK

*Editor of PRINTERS' INK:*

After reading "Ten Bucks a Week to Start"\* I feel quite confident that Mr. Powel would be an excellent prospect for second-hand automobiles. These cars will run perfectly for the first 500 miles. After that? Well, you may have thought you bought a gasoline-powered engine; but, besides being that, it's also an oil burner. You meet an awful lot of interesting mechanics and repairmen, though.

A new car, or a new man in an advertising agency for that matter, is a most bothersome thing. For the first few days and the first few hundred miles it mustn't be driven; it must be handled. Of course, after that you can open her up and really get places and accomplish things. You will get increased mileage, better pick-up and perhaps even a little bit of P. I.'s I.Q. But as Mr. Powel implies, people don't care about that. When a person buys a car, or hires a man, he's not interested in results next week or next month—he wants action today. At least, some do.

It does seem just barely possible that the gosh-darndest fastest messenger the Blank Agency ever had might not be a super-special wonder as a copy writer or an account executive. I admit, though, it's not at all likely. When a man of Mr. Powel's experience says that in order to be a truly good agency owner, in order to be a masterful copy writer, in order to be a success in advertising, you must be a knockout as a messenger—well, that settles the matter. Mr. Powel should know.

The old fallacy that advertising

is a young man's business gets knocked for a cocked hat by Mr. Powel. By the time one graduated from the messenger department to the statistical department to the secretarial department and then finally started to work, the vital validity of creative youth would just be something that your son and grandson talked about on rainy Sunday afternoons. Who was it that said "Exploring isn't the only line of endeavor that requires a strong back and a weak mind"?

I guess the other old idea that advertising required brains and that the primary requisite of a copy writer was The Ability to Write—somehow that must have been two other businesses. As Mr. Powel so conclusively proved, what advertising actually requires is good footwork. Don't quote me, but I've heard that Fred Astaire is slated to be advertising's Man of the Year.

H. E. VARRELMAN.

\* \* \*

NEW HAVEN, CONN.

*Editor of PRINTERS' INK:*

In answer to Mr. Powel's interesting article, "Ten Bucks a Week to Start," I am taking the liberty of voicing my opinion on the subject. Here is my letter to him:

MR. HARFORD POWEL.

DEAR SIR:

Your interesting article, "Ten Bucks a Week to Start," in the November 14 issue of *PRINTERS' INK*, amused me immensely, but, on the other hand, it annoyed me considerably.

I am not one of your so-called "Sydney Mulchees" who wants to get into the advertising game because he considers it a swell racket. On the contrary, I am just another "Willie Woe," who wants a starting

\**PRINTERS' INK*, November 14, page 7.

# No Headline Smm



**T**ONIGHT, when Mr. Chicago sits down in his easy chair with his favorite evening newspaper he's going to read the *whole* paper and not merely skim through its pages hurriedly to catch the highlights of the news.

This is the time of the day when he relaxes and has time to read *everything* in the paper that interests him, includ-

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GEORG  
NEW YORK

# Smiling HERE!

ing the advertisements. This is the time and place to talk to him about your product, for this is when his mind is open and receptive and when he reads in terms of his own personal interests and needs.

This is the only kind of newspaper reading that pays dividends on advertising investments. And this is the way The Chicago Daily News is read *every night*—not only by the head of the house but by every member of the family—in more than 400,000 able-to-buy homes in the Chicago market.

That's why The Chicago Daily News is Chicago's most productive advertising medium and why it carries more display advertising than any other daily newspaper in Chicago.

To sell more goods in Chicago concentrate your advertising in The Chicago Daily News, where you reach the right people—at the *right* time—in the *right* way!

## THE CHICAGO DAILY NEWS

*-Chicago's Home Newspaper*

GEORGE A. McDEVITT CO., National Advertising Representatives,  
NEW YORK — CHICAGO — PHILADELPHIA — DETROIT — SAN FRANCISCO

chance in this vast business, but can't find anyone with enough confidence in him to see what he can do.

I have no Hubblethwait that will write letters to former college classmates asking to place me and, what's more, I don't want any part of them. If I cannot get the job on my own merits, then I don't belong in advertising.

What aggravates me most is to think that we fellows who have made a thorough study of advertising and are anxious to get a foothold and carve a career for ourselves in this particular field, can't get a decent break. It is just one turn-down after another because we have not enough practical experience or a nice fat contract in our pocket.

I have read enough about this fascinating business to know that it is a devil of a hard job to become a success if you ever do get inside. You have to fight hard to gain the top. That is why I like it. But the funny part is, I seem to be doing all of my fighting on the outside.

You advertising men always seem to be contradicting yourselves. You say you want men in your organizations who can make the grade on their own, without the assistance of a dear friend of the boss, but it is the lad who has a friend of a friend in advertising who always gets the job. They are holding down good positions, what else matters.

CLIFFORD B. CHAPMAN.

\* \* \*

DAYTON, OHIO

#### *Editor of PRINTERS' INK:*

An orchid to Harford Powel for his "low-down" on the typical "builder-upper."

After seven years of constant study and hard work I am slowly getting a little foothold on the many angles so clearly explained by the character Grant in Powel's

story. After a hard day's work my night is usually spent either at art school or in layout and typography class, and that story on ten bucks a week was like a shot in the arm, for I know plenty of young fellows, former schoolmates, who, with the aid of dad's bank-roll and "contacts," have been able to skip right over this hard row and are apparently sitting pretty.

It's good to know that someone does appreciate the situation.

What I am trying to say is, "Ten Bucks a Week to Start" is a stimulating little story for the poor young chap in this profession called advertising.

And only once have I had a young upstart refer to this profession as a racket—incidentally he is still nursing slight broken-down tissues under the left eye.

At age thirty-five, I have advanced at the rate of one buck a year for my age and now get the handsome salary of thirty-five bucks per week . . . and still going strong.

Z. N. WARREN.

\* \* \*

JEROME B. GRAY & Co.  
PHILADELPHIA, PA.

#### *Editor of PRINTERS' INK:*

The article beginning on page 7 of your November 14, 1935, issue and titled "Ten Bucks a Week to Start" will make ideal reading for job applicants while they're cooling their heels in the lobby awaiting an interview.

Enclosed is 20 cents in stamps for two extra copies of this issue, from which I shall clip the story, mount it in a portfolio and instruct our reception clerk to give it to every young man who calls for "a chance to break into the game."

If he still wants to see me after reading that, let him come.

R. W. GRAHAM.

#### *Joins Royal Worcester Corset*

E. B. Foskett has joined the Royal Worcester Corset Company, Worcester, Mass., in a sales promotion capacity. Mr. Foskett, who formerly was with Badger and Browning, will travel throughout the country doing merchandising and promotional work.

#### *Lockley with Curtis*

Lawrence C. Lockley has been added to the staff of The Curtis Publishing Company in its division of commercial research. He has been with the Bureau of Census and previously was head of the department of marketing of Temple University.

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VOTE  
FOR THE OOMPAH



**T**HE wide reader influence of The Courier-Journal and The Louisville Times was again demonstrated when 110,624 men and women and 91,604 boys and girls cast their votes, on a ballot printed only one day in these papers, for their favorite comic character.

While the results of the "Comic Election" may be of little or no interest to members of the advertising profession, the size and distribution of the vote, which came from 112 Kentucky counties and 22 counties in Indiana, clearly indicates the tremendous influence that is exerted by these newspapers throughout the state of Kentucky and in Southern Indiana. These voters acted with no hope of reward save that of seeing their favorite win. And advertisers can cash in on this proven reader acceptance by concentrating their message in . . .

## The Courier-Journal. THE LOUISVILLE TIMES.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

That simple statement should  
flag the attention of every man  
interested in the farm market  
... and who isn't these days?  
The shortest distance between  
your product and the farm  
market is via the magazine that  
reaches the most farm families  
in America ... the magazine  
with the greatest RFD circu-  
lation in the world. Successful  
Farming, of course ... the  
magazine that rates Number  
One on *any* farm magazine  
list. Meredith Publishing Com-  
pany, Des Moines, Iowa.

# SUCCESSFUL

THE IDEAL FARM

to sell farm  
people you must  
reach FARM people

EU FARMING

CHALLENGE IN THE WORLD

# ANNUAL REPORTS

*A*nnual Reports are dry reading, especially if a satisfactory profit is not shown. Why not have it printed in an attractive fashion—modern and well written. Why not make dry reading into an interesting story as has been done many many times by clients of ours who have given us their Annual Reports year after year, and put it up to us to get out a message that will attract attention and have reading value.

*Medallion 3-3500*

**CHARLES FRANCIS PRESS**  
461 EIGHTH AVENUE, NEW YORK, N. Y.

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# U. S. Finds Market Facts

Remarkable Collection of Data, Based on Labor Bureau Survey,  
Soon to Be Announced

By Chester M. Wright

Washington Editorial Representative, PRINTERS' INK

ENOUGH evidence has been gathered in the many fact-collecting agencies of the Government to convince a good reporter that Uncle Sam is going into the business of providing manufacturers with market data on an amazing scale.

Without trying to predict the amount of money to be spent in these studies, the particular agencies to be entrusted with the task, or the exact time when the final commitments will be made, the fact remains—and it is important for business to know—that the New Deal is almost ready to commit itself with reference to projects which have long been under discussion. Significant experiments in gathering market data have been under way in several Federal agencies for some time. One experiment which has so far received little attention is being carried on by the Bureau of Labor Statistics of the United States Department of Labor. The BLS has finished surveys in twenty-two cities; some of the results will be announced within the next few weeks.

The BLS survey of family expenditures of employed wage-earners and lower salaried workers is the most ambitious market survey ever attempted. The Department of Commerce, which has been particularly proud of its business studies, is green with envy. The survey asks, for instance, what the householder paid for 201 items of food, including peanut butter and cod liver oil. It asks for 223 details about clothing, including the number and cost of arctic gaiters, night gowns and sun suits. It even asks what was paid for union dues, the details of your doctor and dentist

bills, and how much little Johnny put in the Sunday School collection.

It can't be done, said the critics. "It is being done," says Dr. Isador Lubin, Director of the Bureau. "And it may interest you to know that the people like it."

The job has been finished in twenty-two cities, among them being Manchester and Keene, N. H.; Philadelphia, Pittsburgh, Scranton, Lancaster and Johnstown, Pa.; New Orleans, La.; Birmingham, Ala.; Richmond, Va.; Columbus, Ohio; Lansing, Mich.; and Seattle, Washington. About 7,000 families have answered the questions. The work will continue during the year.

## Primary Purpose of the Investigation

Dr. Lubin explains that the first purpose of the investigation is to provide a basis for revising and extending the Bureau's current indexes of the cost of goods purchased by wage earners and lower salaried workers. These indexes now represent changes in the cost of those commodities and services shown to be most important in the family expenditures of this group by a study made in 1918-19. The types of goods bought by the average worker have changed so greatly since that time that many commodities now important in his purchases are not included in the indexes at all, while other commodities less important now than in 1918 are given too much weight.

Tactfully, it was suggested to Dr. Lubin that it is no trick at all to collect an assortment of squawks from business men about income tax blanks, NRA questionnaire forms, Treasury snoopers, Federal

# Coverage

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## WHY, WE DO IT EVERY DAY!

Straight to your home he comes, where family consultations determine the wanted product. He knows from experience where to go and how to get there. His coverage is of the best—*one day a year*. The Detroit News does it **EVERY DAY**.

The Detroit News is Santa's paper . . . the **HOME** paper for 60 years in America's fourth largest market. Its coverage, too, is of the best . . . **76% HOME DELIVERED**, and to the better homes where buying power is highest.

That is always an essential advertising consideration. It is doubly so now when the Detroit market is experiencing the greatest recovery of any in the country.

The Detroit News, weekdays or Sunday, has the largest circulation in the Detroit trading area—the area that contains **47%** of Michigan's entire population.

## The Detroit News

THE HOME NEWSPAPER

New York:

Chicago:

I. A. KLEIN, INC., 50 E. 42nd St.

J. E. LUTZ, 180 N. Michigan Ave.



Trade Commission investigators, the new SEC regulations and miscellaneous State inquiries. Touch a particularly painful spot and the squawk becomes a howl. How has Dr. Lubin succeeded in getting his program across without a chorus of anguished cries from the multitudes who are supposed to be fed up with questionnaires?

Attend! Uncle Sam has resumed his old-time courtesy and politeness. The secret is one of charm!

When Dr. Lubin became Commissioner early in 1933 he resented the tone of many of the letters sent out requesting information. He regards himself as a servant of the public. When he asks for information he is asking it of his boss, John Q. Citizen. Under the circumstances, J. Q. is entitled to a little ordinary courtesy. So the tone of the letters changed.

The high point of the new policy was reached just before Christmas, 1933, when Dr. Lubin sent out a form letter of appreciation. It was much like the letter sent December 19, 1934, to 125,000 business men who had furnished information regularly during the year to the Bureau:

#### GENTLEMEN:

As another year draws to its close, we in the Bureau of Labor Statistics are again reminded of our obligation to you for the contributions you have made to our efficient operation. Your co-operation has been an important factor in enabling us to furnish to the American people vital information concerning various aspects of the economic situation. Your prompt compliance with our requests for information, even when you were pressed by other duties and responsibilities, has been extremely gratifying.

My associates and I extend the season's greetings and wish you a happy and successful New Year. We look forward to a continuation of your cordial courtesies in 1935.

Sincerely yours,

ISADOR LUBIN,

*Commissioner of Labor Statistics.*

Thousands of letters expressing amazement and delight were received by Dr. Lubin. Quotations

from a few typify most of the replies:

"This is the first time in my experience and dealings with my Government that a letter of this character has ever been received and I appreciate very much your courtesy in thanking us for our co-operation." . . .

Another secret of Dr. Lubin's success in getting business men to "tear their shirts" to give him what he wants is his policy of sending to every person contributing information the final results of the survey or investigation. The individual business man has a chance to see what is done with the information he helped supply. The information is of value to him.

This explains why business men co-operate with the Bureau of Labor Statistics, but does not explain how Dr. Lubin's field workers are able to get housewives to take several hours out of a busy day to chat with a Government agent about the details of her husband's wardrobe. That's another story.

Listen! They make it a tea party!

A nice time is had by all. In the first place the Government agent is picked not only for intelligence but for charm. She knows how to make herself agreeable. She is essentially good company. She immediately makes the woman upon whom she is calling feel that she has an opportunity to make a real contribution to the work of the Government. Anything the home maker may do to be helpful will be entirely on a voluntary basis.

Nothing so formidable as an eighteen-page questionnaire is flashed upon the hostess. That would stop conversation more quickly than a reporter's notebook. Much of the information is obtained without a question. A glance at the kitchen reveals the equipment—refrigerator, range, cabinet, types of products. Penciled notes are transferred later to the questionnaire. The conversation is guided carefully. But all the time it's just two women having a good time talking about the home, the children, the husband.

The friendly visitor will call

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again. The home maker is now definitely a co-operator. Perhaps there are a number of questions she in turn will ask her husband. Perhaps the new girl friend left a little notebook in which the purchases for the coming week will be entered. Mary Jones—if that is the supervisor's name—is from then on a welcome guest in the home. Both of them are working for the Government, one as a volunteer.

#### **Paying Housewives for Statistics**

This volunteer aspect is worth commenting upon, for in all other countries where cost of living statistics are gathered the home maker, too, is paid for her time in contributing information. But Dr. Lubin insists it is better to make Americans feel that they are the Government and that the enumerators are doing them a service.

The need for a new study of consumer purchasing has been urged by the Secretary of Labor and the Commissioner of Labor Statistics since 1926. In 1929 a special committee of the Social Science Research Council, with William F. Ogburn as chairman, prepared a plan for a comprehensive study of "Consumption according to Incomes." The funds required to carry out this plan were not available. A number of studies of consumer purchasing have been made since that time by various agencies, but they have not been sufficiently extensive or co-ordinated to provide the data needed for revising the Bureau's cost of living indexes.

The data collected in this investigation will provide information on the purchasing habits of employed workers at different income levels and in different parts of the country—data urgently needed in estimating present-day consumer demand.

It is planned to study the expenditures of single individuals and of family groups in representative cities and towns of over 2,500 population throughout the United States, co-ordinating the information secured with similar data for

farm and small-town groups, which the Bureau of Home Economics of the Department of Agriculture plans to obtain.

In 1930 approximately 85 per cent of the urban population in the United States lived in the 982 communities of 10,000 population or more. The other 15 per cent of the urban population living in places of 2,500 to 10,000, were scattered over 2,183 towns. The Bureau now plans to make expenditure studies in approximately 100 cities with a population of 10,000 persons or more, representing communities of different size and economic type in each geographic area, and including at least one city in each State. The list of smaller cities will not be made up until the analysis of data collected on an experimental basis in small cities in New Hampshire, and in certain Middle Western and Southern cities, is completed.

The families being studied are chosen to represent a cross-section of the employed wage earners and lower-salaried workers. Although the Bureau recognizes the importance of data on purchases by higher-salaried clerical workers, professional persons, managers and officials, and those in business for themselves, the limited funds available have made it necessary to confine this project to the wage earner and lower-salaried groups.

#### **What Final Report Will Contain**

A detailed analysis of the materials gathered so far has just begun. The final report will contain information on the specific foods, articles of clothing and house-furnishings purchased by these families; the amounts spent for automobiles and their upkeep; for recreation, medical care, and other services. It will show the kind of housing they secure and what it costs. In addition, the report will show the types of stores patronized by the families co-operating in the study, and the seasons at which they buy goods of different kinds. Frequent requests are received by the Bureau of Labor Statistics for information on these subjects from



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read P. G. Wodehouse?"

**REDBOOK** *is not for tired, narrow minds.  
It is purposely aimed at active, healthy appetites, and fat purses*

**R**EDBOOK is deliberately edited to please the restless, ambitious type of family—the buyers of new cars—the builders of new homes—the kind of families who can afford the time and the money to travel both at home and abroad. Redbook is for families that do not have to be educated before they can be sold.

Redbook is exciting to these money-spending families. We know because we call at hundreds of Redbook homes each month, and have these families tell us what they like.

We know they like P. G. Wodehouse, Philip Wylie, Sir Philip Gibbs, Ursula Parrott, Pearl S. Buck, Melvin Purvis, Edith Wharton. We know they like the extra novel in each copy of Redbook. They tell us so.

Because our editing is based on actual reader experience, your ad-

vertising dollar in Redbook buys more families with the right income and buying appetite for the things you sell.

Key advertisers tell us this is so. Private school and camp advertisers, for example, put more advertising in Redbook than in any other magazine. And since they know what magazine produces the enrollments, Redbook must be offering more families-per-dollar of the sort who can afford private schools for their children.

Usually it costs more to advertise to families who buy more. But not in Redbook, for the rate is only \$2.48 per thousand families, lowest in its field (based on guarantee).

Advertisers who go after the easy sales first, will see the advantage of putting their wares in front of Redbook's 775,000 families.



**Advertise to your BETTER customers FIRST... in Redbook**

# No comment necessary!



## Ned's Auto Supply Company

MADISON  
4114

OFFICE  
565 HUDSON AVENUE

DETROIT  
MICHIGAN

November 13, 1935.

Detroit Times,  
Detroit, Michigan.

Gentlemen:

I want to thank you for your help in the preparation of our Anniversary Sale promotion. And at this time I also want to tell you that the 4-page section which we used in the Times exclusively on Thursday, October 31, to announce our sale, was without a doubt the most productive advertising effort the Ned's Auto Supply Company has ever made.

In all three of our stations, beginning Thursday night and continuing through Sunday, our clerks were taxed to the utmost to take care of the customers in our accessory, tire and radio departments. And our gas pump attendants worked as they never did before, pumping gas and pouring oil to take care of the flood of cars which were attracted to our stations.

The volume of business and the new accounts which we opened, as a result of our exclusive announcement in the Times, set a new high in connection with our annual Anniversary Sales event.

You can be assured that we appreciate the cooperation you extended to us. You can also feel certain that the response to our exclusive Times' Anniversary promotion has convinced us that the Detroit Times has grown to a point in readership, which in the final analysis means customers for advertisers, that any program of advertising not fully including the Times is an inadequate one.

Sincerely yours,

*Charles H. Jackson*

# DETROIT TIMES

"IN DETROIT... THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

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labor leaders, employers, social workers, manufacturers, distributors, and advertising agencies. This study will provide the information needed to answer the questions of those interested in the purchases made by the ultimate consumer.

Families in Manchester, New Hampshire, devoted 37 per cent of the money they spent in the year ending August 31, 1934, to food. The average income of the families studied was \$1,603.

These figures were obtained by the Bureau of Labor Statistics of the United States Department of Labor, in a survey made in cooperation with the New Hampshire Minimum Wage Office and with the assistance of the New Hampshire Emergency Relief Administration.

The families studied do not include professional workers and foremen; nor do they include families of clerical workers with annual salaries over \$2,000. Families with incomes under \$500 a year have also been omitted from the study.

Dr. Lubin said that "the average number of persons per family in the group covered was 4.3, and the average number of persons earning money for the family at some time during the year, 2.2. In 107 of the 150 families there was more than one earner. In two families there

were as many as seven earners. In 59 of the families the home maker was working outside the home."

That variations in income among the families studied are the result more of differences in the number of earners than of differences in the wage level of the employed members of the families is shown in Table I. The average number of persons per family who worked at some time during the year varied from 1.3 in the lowest income group to 4.3 in the group with incomes of \$2,500 and over. The table represents the number of families within each income group as well as the average number of persons per family for each of the income groups. The table further shows average income, average total expenditures for consumption goods, and differences between the income and such expenditures. This difference represents decreases in savings or increases in outstanding bills for the three lowest income groups; and increases in savings or decreases in outstanding bills for the four highest income groups.

The data gathered in this investigation will be valuable to businessmen and others interested in what may be regarded as the "normal" distribution of expenditures by families of moderate income.

#### Malcolm Hart Joins L & T

Malcolm Hart has joined the new business department of Lord & Thomas, Chicago. He served for eighteen years with *Collier's*, resigning as assistant advertising manager in 1926 to go into the advertising agency business.

#### Durrett to Head Drug Control

Dr. J. J. Durrett, director of professional relations for E. R. Squibb & Son, has resigned, effective January 1, 1936, when he will resume his old post as chief of drug control for the U. S. Food and Drug Administration.

#### Now Rogers & Smith

The name of the Carpenter-Rogers Company, Dallas agency, has been changed to Rogers & Smith. H. N. Smith formerly of Rogers & Smith, Chicago, is now with the Dallas office, with which Rogers & Smith, Chicago, is affiliated.

#### "Globe-Democrat" Appointments

Ralph E. Neusitz, for the last twelve years director of research of the St. Louis *Globe-Democrat*, has been appointed circulation manager of that paper, succeeding Ralph J. Seeman. Mr. Neusitz organized the *Globe-Democrat's* research department, previously having been with the D'Arcy Advertising Company. He is succeeded as director of research by Russell Holbrook, his assistant for the last six years.

#### Hertzler Promoted

John R. Hertzler, formerly manager of the New York branch of the air conditioning division of the York Ice Machinery Corporation, has been made manager of the air conditioning division of the parent company at York, Pa.

#### H. A. Millard with McKee

Homer A. Millard has been appointed sales promotion manager of the McKee Refrigerator Company, Cobleskill, N. Y.

## Any Method by Which Over Six Million Sales Are Repeated Constantly, and Steadily Increased, Should Be Interesting

No sales manager, no corporation executive, no advertising agency man can dismiss from his consideration, for any reason, the sale of six million units of any commodity whatsoever, repeated from twelve to fifty-two times a year, without automatically dismissing himself as a thinking entity.

This is rather belligerently, and perhaps somewhat dramatically put, but it is true, is it not?

If you found any great organization that had a constantly repeated voluntary\* sale well in excess of six million units of the same item, and that these more than six million voluntary sales were not far from ninety per cent of the total sales, you would want to know *what* that organization was doing and *how* it was doing it.

And if that organization was making a world record, *you would have to know in order to be informed.*

Macfadden publications have now acquired the largest voluntary magazine circulation in the world. A circulation of magazines which must be asked for each time by name and the request repeated with each issue. Finally, *practically none of this voluntary circulation of well over six million with each issue of the Macfadden presses has been taken from any other magazine.*

If some manufacturer found a market for six million new packages of coffee or breakfast food, with a repeat sale twelve to fifty-two times a year, without detracting from the output of the present manufacturers, every food manufacturer in America would be studying this new market.

The Macfadden method, therefore, of creating millions of new magazine sales, *even by itself alone and without any of its social and market significance, is of interest.* There was only one other magazine publisher in America who had built a voluntary magazine sale of similar magnitude. And as quickly as Macfadden was able to do so, he bought that man's product. Which product was none other than—Liberty Magazine. But this is the subject of another story which will be told in another page.

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Let us first, then, take that method by which Macfadden was able to build the largest voluntary magazine circulations in the world in an entirely new field which had not been touched by any other magazine.

To understand this method, or plan, or idea, or ideal, you have to go back to the lives of the people themselves. You have to start with the idea that *the great mass of the common people of this country are sound in their principles and their attitudes toward right and wrong.* If you don't start there, you had better not start at all.

\*Voluntary circulation is the number of copies of a magazine that people will buy, issue by issue, if left to their own devices.



But if you start there, you naturally give those people stories that can be encompassed by their own lives, or you let them write their own stories *about* their own lives. And you do not buy art work to illustrate those stories. You use photographs, which are truer to life. And even in your photographs, you do not go to Hollywood for your models.

So much for the form. And now for the content of the stories themselves.

Every story published must carry the inspiration that such people need to face life in all of its aspects. Simple stories, simply told, of people like the readers themselves; stories with the same problems that the readers themselves are constantly meeting—problems demanding fortitude, courage, kindness, tolerance. Stories of responsibilities assumed and responsibilities met. And stories where, when responsibilities are not met, penalties are paid.

*And all that Macfadden has done has been to respond to the attitude of the people themselves regarding their faith in the soundness of the principles by which they live, and their courage on the basis of these principles to face life.*

It may be synthesized, then, in a paragraph, that Macfadden has acquired these enormous voluntary circulations (sociologists, please take note) by the reaffirmation again and again of the eternal verities *by which this world must go on if it does go on*. The reaffirmation of the world-old hope that right is right, that truth will prevail, that the home must be preserved; that no matter what the setting of the tale that is told nor the experience that has been endured, *the responsibilities of life must be faced*.

★ ★ ★ ★ ★

Don't laugh. Think! The bulwark of any civilization itself is the faith of a people in these tenets of faith. Anybody with any educational yardstick of history knows that.

★ ★ ★ ★ ★

Now perhaps when you realize that Macfadden has built these enormous voluntary circulations on the basis of those tenets of faith by which civilizations themselves endure, you may be able to reaffirm your own faith in your own America. And your own faith can be definitely predicated on the fact that, here in America at least, the people know more than their leaders.

You manufacturers and employers of America can be assured, therefore, that your Twentieth Century policy of increasing wages and shortening hours has borne fruit and *that it was sound because the people are sound*.

Only on that basis, and no other, was it possible for Macfadden to take a great mass of these people, create in them new wants and desires, weld them into a great mass market, and give them back to you.

In our next page we shall tell you how a people acquires its first magazine reading habit, upon what plane that literature must be pitched to hold the mind, and how it must be turned to open up a new world of wants and to develop new desires.

# A. N. A. Rate Study

A RATE and circulation study of 280 class, trade and technical publications has been issued by the Association of National Advertisers, Inc. It covers the years 1929 through June 30, 1935. Similar studies were issued in 1933 and 1934.

The study is confined to those 223 publications which are members of the Audit Bureau of Circulations, and the fifty-seven publications which are members of the Controlled Circulation Audit. Data for each of the years cover the number of issues, page size, total average net paid circulation, per cent of miscellaneous and unclassified trade distribution circulation, the black-and-white page rate for one time and for all issues (one year), and the cost per page per thousand circulation for one time and for all issues (one year).

In addition, there are range charts, showing the relative range of fluctuation of the one-time cost per page per thousand circulation, and group charts giving a comparative picture of circulation and rates of the combined magazines in each of the thirty important groups. These groups include such classifications as advertising, architecture, aviation, banking, chain stores, educational, electrical, insurance, metal trades, petroleum and oil, textile, railroad, etc.

In speaking of the study, Paul B.

West, president of the A. N. A., said: "We are presenting here a compilation of facts. As is the custom with all A. N. A. studies, we do not attempt to draw any conclusions. Moreover, I believe it would be a mistake to draw conclusions based on the study without taking into account the publications' editorial worth. We have found that this compilation has served advertisers as an adequate guide to show the trend in circulation and rates of business papers."

The study was made under the direction of the Industrial Advertisers' committee of the association under the chairmanship of Ralph Leavenworth, Westinghouse Electric & Manufacturing Company. The other members are: J. C. Bebb, Otis Elevator Company; Robert D. Black, The Black & Decker Mfg. Co.; Allan Brown, Bakelite Corporation; R. C. Byler, SKF Industries, Inc., G. C. Congdon, Jones & Laughlin Steel Corporation; Bennett Chapple, American Rolling Mill Co.; Julius Holl, Link-Belt Company; R. P. Kelley, Timken Roller Bearing Co.; Wm. Knust, National Lead Company; Theodore Marvin, Hercules Powder Company; J. N. McDonald, Anaconda Copper Mining Company; W. L. Schaeffer, National Tube Company; Stanley P. Seward, The White Company, and W. A. Wolff, Western Electric Company.



## Death of J. N. McKim

John Nelson McKim, seventy-four, former president of A. McKim, Ltd., Montreal advertising agency, died recently at that city. Mr. McKim retired from the agency in 1921. He was elected president of the agency in 1917 upon the death of his brother, Anson McKim.

• • •

## Wadsworth and Woodman Appoint

Mell Daniel has been appointed sales manager of the Wadsworth and Woodman Company, Winthrop, Me., oilcloth. His headquarters will be at 40 Worth Street, New York.

## Cuban Hotel to Cone

The National Hotel of Cuba, in Havana, has started a campaign in winter resort issues of newspapers in principal cities in the United States and also in magazines and class weeklies. The Andrew Cone Agency, New York, is handling the campaign.

• • •

## Buys Firestone Footwear Plant

The United States Rubber Products, Inc., has purchased the plant of the Firestone Footwear Company, Hudson, Mass. It has taken over all existing orders and will fill present orders of the Firestone concern.

**DR. STARCH'S** investigation proves that Macfadden's premium priced women's magazine, True Story—costing its young wage earner housewives 15¢, which is 50% greater than most other women's magazines—has a commensurably enhanced reader interest.

Every advertising dollar invested in True Story, according to the most recent Starch Magazine Effectiveness Report, delivers 130 women *actually seeing and reading* your advertising page—which is 25% more than the second ranking women's magazine and 29% more than the third.

**TRUE STORY MAGAZINE**

# In Praise of Exaggeration

No. 3 of a Series: "A Preface to Advertising"

By Mark O'Dea

**E**XAGGERATION is a commendable factor in advertising. It makes truth seem plausible.

As we all know, it is the only thing that brings realism to fiction. It gives emphasis to a political speech. It makes a playgoer forget he is in a theater. It points up a symphony. It accents the focal interest of a picture.

Robert Louis Stevenson faked his pirates. He made them fierce fellows, laden with daggers and pistols—they swaggered about in wide trousers, they had amazing mustachios.

He did this knowingly—he presented pirates as boys *imagined* them—he attained reality by exaggeration.

Wagner, too, was a skilful embroiderer—he turned flimsy folk tales into heroic operas.

Sinclair Lewis and Sherwood Anderson, graduate copy writers, learned to employ Exaggeration just enough to give their stories veracity.

Of course, the difficulty in employing Exaggeration lies in restraint. Over-exaggerate and you are pounced upon by critics. Under-exaggerate and you're ignored by consumers.

People are always afraid of plain, unvarnished Truth—it takes too long to absorb. Chocolate coat it—as phenolphthalein is turned into Ex-Lax—and people cry for it.

Exaggeration permits a reader to anticipate the results he'd obtain from buying a product. By rationalizing wishes, advertising develops dormant ambitions.

Our young country is still the Land of Cinderellas and a magic wand can lift one from cabins to penthouses, from shirt sleeves to the Diamond Horse Shoe. The lowly dishwasher can buy a 10-cent bottle of Jergen's Lotion because

she sees the picture of a Prince telling a glamorous Princess that he adores her soft hands. An I. C. S. student imagines himself in a skyscraper office pressing a battery of pearl buttons. A weary mother shakes off her Monday chains and gazes rapturously at an electric washing machine. A flabby woman sees herself a sylph in a new kind of reducing harness. A girl-shy boy thinks what a man he'd be if he possessed a rakish roadster—people dream on in rosy exaggeration, eternal wishers.

How to employ Exaggeration properly?

Exaggeration is less effective if a writer, speaking for a company, praises its product too highly. This selfish point of view is open to suspicion. It tends to superlatives, to unwarranted claims. The reader may be interested but he has to struggle to translate cold claims into his own emotional responses.

It is far more effective to employ the reader's point of view. Let him experience the effects of the product, let him employ his imagination, his own private degree of exaggeration. "Pepsodent cleans teeth" is the selfish claim of a manufacturer—"Have teeth like pearls" allows the reader to glow at the thought of being admired.

We in the advertising world should provide more and finer exaggeration—our public demands it. Not Barnum bunco—others, such as politicians, are more adept at that. We must regard our sacred shibboleth "Truth in Advertising." We must calm clients who want to revert to such unscientific absurdities as "I grow hair over night."

We must always remember that Exaggeration is a technique that only experienced writers and artists can employ effectively in advertising. It can make or break us.



REACHING  
MORE THAN

**4** *out of* **5**  
BALTIMORE  
FAMILIES

**84.4% Covered** BY THIS  
ONE EVENING NEWSPAPER AND AT 35¢ A LINE

You sell more tires—or toothpaste—or tomato juice—or what sort of product have you—when you use the News-Post in Baltimore.

For you reach the alert, quick-moving "let's-buy-some-now" people, naturally attracted by the News-Post's faster, more alert presentation of news, pictures, features, sports.

And you reach MORE of them.

Circulation figures (12 months ending 9/30/35) show total average net paid 200,701—60,000 MORE than any other Baltimore evening newspaper—with 169,537 in the ABC City Zone—84.4% coverage of Baltimore's families.

For sales results—schedule the News-Post.

# BALTIMORE NEWS-POST

*Represented Nationally by*

HEARST INTERNATIONAL ADVERTISING SERVICE

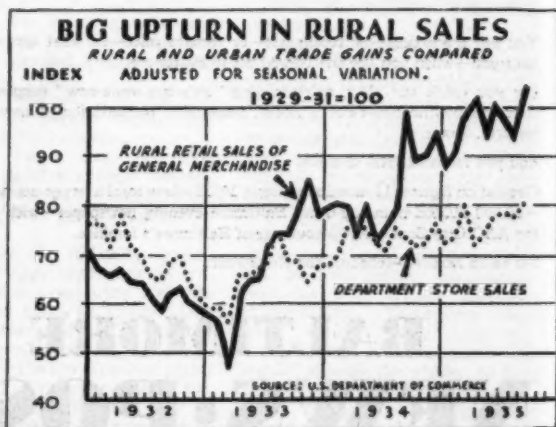
RODNEY E. BOONE, General Manager

*On Sundays*

The Baltimore American has a plus coverage, too. 227,842 circulation—the largest in all the South and 20,000 more than any other Baltimore Sunday Newspaper.

# South Leads in Rural

**T**HE South's 26% gain in rural retail sales of general merchandise during the first 9 months of this year topped the high percentage gains in other regions by from 5% to 7%, topped the gain for the entire U. S. by 6%, according to the estimates of the U. S. Department of Commerce. And now, with these figures of the South's leadership in mind, look at this chart of sales gains in Rural America:



**A**ND larger yields and higher prices for cotton, tobacco and other cash crops, insure still further sales increases in the predominantly rural Southern Market.

250 New York

THE SOUTH'S LEADING M - A

More than 900,000 A. B. C. Not Paid

# *s Rural Sales Gains*

*—and Progressive Farmer Leads  
in Advertising Linage Gained*

**W**ITH a gain of 25,000 lines, Progressive Farmer led all farm monthlies in lineage gained during the first 11 months of 1935. And this is on top of its gain of 68,000 lines, 1934 over 1933!

**A**LL of which is further proof that advertisers and agencies are giving increased recognition to the Rural South as a major market and to Progressive Farmer as the major medium for influencing sales in this prosperous market.

## **Progressive Farmer** *& Southern Ruralist*

BIRMINGHAM RALEIGH MEMPHIS DALLAS

250 New York

Edward S. Townsend Co., San Francisco

Daily News Bldg., Chicago

G M - A N D - H O M E M A G A Z I N E

Rate Base—\$50,000 Guaranteed



# Vogue leads!

## 134 Magazines!

**Vogue stood second** among the one hundred and thirty-seven magazines listed in Printers' Ink's September lineage figures. Vogue carried more advertising than any fashion magazine, any general woman's magazine, any monthly or any weekly with the single exception of The Saturday Evening Post.

**Vogue stood third** among the one hundred and thirty-seven magazines listed in Printers' Ink's October lineage figures. The Post again stood first with that sprightly weekly, The New Yorker, nosing out Vogue for second place by a bare 1,157 lines.

The first ten magazines among the one hundred thirty-seven listed in Printers' Ink were:

| September Lineage      |         | October Lineage        |         |
|------------------------|---------|------------------------|---------|
| S. E. P. . . . .       | 130,127 | S. E. P. . . . .       | 143,659 |
| <b>VOGUE</b> . . . . . | 98,444  | New Yorker . . . .     | 98,805  |
| Time . . . . .         | 95,905  | <b>VOGUE</b> . . . . . | 97,648  |
| New Yorker . . . .     | 87,575  | Time . . . . .         | 91,983  |
| Collier's . . . . .    | 80,824  | Collier's . . . . .    | 82,266  |
| Harper's Bazaar . .    | 69,563  | Harper's Bazaar . .    | 76,715  |
| Fortune . . . . .      | 53,483  | Fortune . . . . .      | 58,223  |
| Good House. . . . .    | 38,653  | L. H. J. . . . .       | 49,412  |
| W. H. C. . . . .       | 31,813  | Good House. . . . .    | 46,064  |
| L. H. J. . . . .       | 30,786  | W. H. C. . . . .       | 44,718  |

Vogue's advertising leadership among women's magazines is well known. But when advertisers place Vogue in such an outstanding position among *all* magazines, they pay Vogue an even greater tribute.

**VOGUE** 420 Lexington Avenue  
NEW YORK CITY

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# I See Where . . .

**PENNSYLVANIA'S** Supreme Court holds State's new income tax law unconstitutional as applied to personal incomes. . . . Federal Circuit Court of Appeals at Philadelphia enjoins SEC from disclosing to public "trade secrets" of corporations. . . . Supreme Court Justice Rosenman in New York City rules New York State fair-trade act invalid in Coty suit against Hearn. New York Court of Appeals hearing arguments in Doubleday, Doran vs. Macy and Seck & Kade vs. Webster Cut Rate Drug Stores suits as next step to take State fair-trade act to United States Supreme Court.

New York Times reports thirty-one test cases on State resale price laws pending in California, Illinois, New Jersey and New York. . . . All tax bills on cigarettes and chain stores introduced at special session of Nebraska State Legislature killed in closing hours. . . . New York Commissioner of Agriculture and Markets Peter G. Ten Eyck credits State milk advertising campaign for jump in October sales in metropolitan New York district.

Rhode Island committee to investigate possible taxes recommends 2 per cent retail sales tax. . . . Canadian Parliament committee may be appointed to investigate broadcasting in Canada. . . . Tennessee Valley Authority to sell power in Kentucky. . . . Minnesota State Senator announces bill to tax catalogs \$1 per copy, catalogs being defined as "publications advertising wares, drugs, seeds and merchandise selling directly to the consumer." Newspapers and magazines excluded.

Minnesota Legislature opened special session December 2. . . . Ohio House Bill 578 would tax volunteers as well as corporate chains, according to Francis L. Whitmarsh, chairman legislative committee, Na-

tional-American Wholesale Grocers' Association. . . . United States Wholesale Grocers' Association petitions for permission to enter Government suit against meat packers. . . . One-third of all alcoholic beverages sold through hotels and restaurants, according to *Handbook of Restaurant Data*.

Consumers' Research, Inc. and American Civil Liberties Union mad at each other. . . . California independent retailers organize "California Anti-Monopoly League" to uphold State chain-store tax law which comes before California voters next year. . . . Bureau of Foreign and Domestic Commerce issues "Trading Under the Laws of Argentina," 15 cents a copy. . . . Federal Home Loan Bank Board issues chart showing trend of residential building 1921-1934 and month by month for 1934 and 1935.

Farmers' income first ten months, 1935, totals \$5,563,000,000 against \$5,249,000,000 in first ten months 1934, reports Department of Agriculture. . . . Federal Communications Commission Chairman Prall discloses commission will oppose placing radio under Government ownership. . . . Preliminary plans for December 9 conference called by Co-ordinator Berry show forty-eight group meetings of industry representatives and thirteen of labor representatives. Major Berry claims over 1,500 acceptances. Even though many important associations refused to participate, general feeling seems to be that business men must be there to watch what is going to happen. Rumors that permanent council of business and labor leaders may result.

Supreme Court scheduled to act this term (ending June) on AAA, AAA Amendments, TVA, Bankhead Cotton Control and PWA slum clearance. Other acts under

fire: Guffey Coal, Wagner Labor, Utilities Holding and SEC. *Wall Street Journal* says New Deal has about 2,500 law suits on its hands and number increasing. Arguments on Hoosac Mills AAA case December 9, and on rice millers AAA Amendments case December 16, with decision on both probable January 13. . . . Lots of smoke about slashing United States budget but we shall see what we shall see. . . . General feeling that next session of Congress should be short and under normal conditions this would be so but Washington conditions are not normal. President said to be working for short session. . . .

Approximate percentage of liquors consumed in U. S. in 1934: whiskey 63.4, alcohol 25.5, gin 6.6, brandy 2.9, rum 0.9, other 0.7, says *New York Journal of Commerce*. . . . Bureau of Agricultural Economics finds processors in general have not absorbed AAA taxes but have passed them on to the consumer. . . . Government employment hits another new high at end of October with 796,297 persons on Federal executive payroll. . . .

Freight traffic up to new high for year. . . . Professor Irving Fisher's commodity price index (1926=100) 84.3 against 85 for three previous weeks: Crump's index of British commodity prices (1926=100) 68.6 again 65.5 one week ago, 68.3 two weeks ago reports *New York Times*. . . . *New York Journal of Commerce* says trend of living

costs going up over next few months. . . . *Annalist* weekly commodity price index November 26 up to 129.4, within 0.8 of five-year high established October 8. . . . Bureau of Labor Statistics index 80.6 on November 23 being up from 80.4 previous week and 76.3 year ago. . . .

*New York Times* weekly index of business activity 94.6 for week ended November 23, against 93.1 previous week, 76.9 corresponding week year ago. . . . *New York Herald Tribune* general business index 78.0, highest since January 17, 1931. . . . Alexander Hamilton Institute general business index (1929=100) 84.4, up 21.6 over year ago. . . . Farm price index down 108 on November 15, against 109 on October 15, and 101 on November 15, 1934, says Department of Agriculture. . . . Electrical output hits new high for eighth consecutive week. . . . Retail buying goes ahead with favorable outlook. . . .

LaSalle Extension University predicts Christmas trade will be 15 per cent over last year. . . . Standard Statistics Company reports retail trade gains ranging between 5 per cent and 25 per cent and further reports encouraging 1936 prospects for magazine advertising. . . . Secretary of Labor Perkins reports continuation of gains in employment and payrolls in October. . . .

G. M. S.

### Bill Promotes Wilson

B. Brittain Wilson, for the last three years business manager of *India Rubber World*, has been elected a vice-president and director of Bill Bros. Publishing Corporation, New York, publisher of business papers. He has been with the organization for thirty-five years. . . .

### Fleming Joins Kircher

William Fleming, a former sales promotion executive for General Motors Corporation and at one time advertising manager of Fairbanks, Morse & Company, has joined The Albert Kircher Company, Chicago, as a member of its sales and merchandising staff.

### Death of J. M. Young

John Marshall Young, inventor of vacuum cans for packing and assistant to the president of the American Can Company, died this week at New York. He was sixty-three years old. For the last forty-five years Mr. Young had conducted research work in canning and packaging foods. He invented the first vacuum can for packing coffee for a shipment destined for Alaska and also helped introduce the sanitary can for packaging salmon. During the World War, he was "contact man" for the American Can Company in its work for the Government. He went to Moscow to develop the canning business for the Czarist Government.

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# Reviving a Fading Market

How Better Galvanizing Campaign Was Conducted by Zinc Institute and What It Accomplished

By K. J. T. Ekblaw

Sales Promotion Manager, American Zinc Institute, Inc.

THE American Zinc Institute, Inc., is an association of zinc producers, miners and smelters, organized to serve the interests of the industry.

As a result of a survey made several years ago, the importance of the market for galvanized sheets became strongly evident. Galvanized sheets are sheets of iron or steel coated with zinc. They are produced by steel mills, the zinc being purchased in slab form.

The survey revealed that the sale of galvanized sheets, especially in the rural field where they are widely used for building purposes, had shrunk alarmingly. The principal reason was found to be a lessening in the durability of the sheets to such a degree as to be noticeable by the consumer.

To meet the situation, the institute developed a "Better Galvanizing Program" which consisted essentially of three parts:

1. The establishment of a certain desirable weight of coating as the Zinc Institute standard. This was set at two ounces of zinc per square foot of sheet surface, one ounce on each side.

2. The design, adoption and registration in the United States Patent Office of a trade-mark known as the "Seal of Quality," which was to appear on every galvanized sheet made under the rigorous conditions of test and manufacture imposed by the Institute. The seal carries this legend: "Zinc Institute Seal of Quality. Two-ounce coating."

3. Enlisting the co-operation of galvanized sheet producers and licensing them, without cost, to use the "Seal of Quality" on sheets which they agreed to manufacture under the terms of the license.

The program was put into effect about four years ago and a vigorous educational and promotive campaign has been conducted since then. Various avenues of promotion were utilized, including the enlistment of the co-operation of agricultural engineers, agricultural colleges, vocational agricultural high schools, county agents, farm-institute organizations and other organized rural groups. Exhibits were developed and presented at State fairs, lumber and hardware dealer conventions, farmers' weeks at agricultural colleges, etc.

## Farmers Tell Their Roofing Problems

This season the Institute has sponsored sixteen exhibits at State fairs, presenting the story of galvanized sheets to 5,000,000 farm visitors. Many of the farmers tell us their roofing problems and give us dimensions of jobs they plan to do. Some 1,600 such leads are being turned over to manufacturers and jobbers.

A certain amount of advertising has been carried in papers circulating among farmers; some advertising has also been done in dealer periodicals and in publications reaching industries other than agriculture, where galvanized sheets are used. We are using twenty publications to secure leads which are referred to the galvanized sheet manufacturers.

A consistent, systematic campaign of direct-mail advertising has been directed to the following classifications: Agricultural engineers, county farm agents, vocational high school teachers, retail lumber dealers, retail hardware dealers, hardware wholesalers, sheet metal

jobbers, metal roofing manufacturers, chain lumber yards, chain hardware stores, grain elevator builders, cotton ginner, tobacco warehouse builders, airports and airport engineers.

Special letters are sent to different groups. Most of these are on four-page letterheads, with an extra color. The center spread is devoted to a collection of photographic reproductions of "Seal of Quality" installations in various States. The letters are signed by the secretary of the Institute, and sell the advantages of galvanized sheets. Typical is one sent to grain elevator and farm machinery builders and tobacco warehouse builders:

Not all the revolutions occur in South America; they often occur right at home.

For example, there is one going on now in the roofing field. Consumers, becoming increasingly dissatisfied with the inadequate service of various present types of roofing, are no longer inclined to accept without question anything that may be offered them. Instead, they are critical of value, and are demanding roofing that *looks well, is reasonable in cost, and above all, that wears well.*

Are you prepared to meet these new conditions and to give your customers what they are now demanding?

Read the enclosed booklet, "Facts About Heavy-Coated Galvanized Sheets"; it gives the key to very important modern roofing problems. Make up your mind right now that you are going to supply real roofing service in the shape of "Seal of Quality" sheets for the buildings you erect.

We'll be glad to give you further information.

Very cordially yours,  
AMERICAN ZINC INSTITUTE, INC.

This campaign has been carried on under conditions that are somewhat unusual, for the zinc industry has nothing to do with the production of galvanized sheets other than supplying the zinc for their coating. The sheets are made by the steel producers, members of an in-

dustry which has no direct connection with the zinc industry. Yet the whole Zinc Institute's better galvanizing campaign was an effort to increase the sale of galvanized sheets.

All the funds devoted to the better galvanizing campaign were contributed by the zinc industry. The primary benefits accrued to the steel producers, the zinc industry benefiting secondarily by the increased consumption of zinc, resulting not only from the use of more zinc due to heavier coatings but also due to the increased sale of galvanized sheets in general.

A fair measure of success has been achieved. It is, of course, understood that it is a long-time program and that it may take years before significant results appear. However, "Seal of Quality" sales for the first seven months of 1935 were 150 per cent greater than during a corresponding period in 1934.

#### Customers Are Now "Coating" Conscious

Probably the most significant result to date is the fact that the galvanized-sheet-buying public has been made "coating conscious." This is evidenced by several facts:

1. Two large mail-order concerns selling building materials have been compelled, as a result of consumer demand, to list "Seal of Quality" galvanized sheets in their catalogs.

2. The average weight of coating of all galvanized sheets appears to have been substantially increased. One large producer of galvanized sheets frankly states that as a result of the better galvanizing campaign he has increased the average weight of zinc coating by at least 25 per cent.

3. The number of inquiries regarding galvanized sheets received by farm advisory agencies has greatly increased, and most of these inquiries relate to the weight of coating. In this connection it might be worth while mentioning that practically every agricultural college in the country recognized the soundness of the better galvanizing campaign and is recom-

# Good Copy

**Yours may be one of the best institutions of its kind.**

**You may be a recognized leader in your field.**

**You may inspire your associates and those who know you with 100% enthusiasm and confidence.**

**Still, if 51% of the people who ought to do business with you don't know your standing or your service—then, of course, you need advertising, and it should be good copy.**

**HAWLEY ADVERTISING  
COMPANY, INC.**

**95 Madison Avenue, New York City**

mending two-ounce coatings to all inquirers for information.

A feature of the Institute's direct-mail advertising campaign has been the development of a co-operative campaign for the use of producers licensed to manufacture "Seal of Quality" sheets. The campaign was rather detailed and complete. It included the furnishing of literature of various kinds in quantities; the preparation of sales letters of all kinds—from headquarters to district offices, from district managers to salesmen, from district managers to jobbers and distributors, and even letters to be sent by jobbers and distributors to their dealers. In each case the campaign included the selection and distribution of suitable sales and educational literature.

Here is the letter written for steel producers to send to district sales offices:

At various times you have received information and sales material relative to "Seal of Quality" galvanized sheets. The "Seal of Quality" program has been under way for some time and has gained considerable momentum. We have records of a number of substantial sales orders on this item but not nearly in the volume we desire. We have decided to make a special effort to build up a very substantial volume of sales of "Seal of Quality" sheets this fall and desire to have your office co-operate to the fullest extent.

The first thing we must make sure of is that all salesmen working out of your office are fully informed as to the details of the "Seal of Quality" program; these details are given in the enclosed booklet, "Facts about Heavy-Coated Galvanized Sheets," a publication of the Zinc Institute. Please see that each one of your salesmen has a copy of this booklet and that he makes himself familiar with its contents.

The next thing, of course, is to transmit this information to the salesman's clientele. For this purpose the Zinc Institute has prepared a special sales manual, entitled "Important Information about Seal of Quality Heavy-Coated Galvanized Roofing"; this is designed to be used

by the salesman in making a complete presentation of the "Seal of Quality" story.

Enough of these sales manuals and booklets are being sent you under separate cover to supply yourself and all of your salesmen. If you desire additional copies, advise us promptly.

The booklet, "Facts about Heavy-Coated Galvanized Sheets," mentioned in the letter, is one that answers such questions as "What is a 'Galvanized Sheet'?" "What are the Advantages of Galvanized Sheets?" It is designed for general distribution among any groups, consumer or trade, that might be interested.

As the letter states, the sales manual is designed to help the salesman make a complete presentation of the "Seal of Quality" story. A large book, with bright red covers, this contains the facts, briefly told in large type. It proceeds in orderly fashion from the product through what the dealer and consumer should know about it, to how to develop the farm and industrial markets. There also are data on the Institute and the work it is doing.

In addition to the advertising and promotion work outlined above, the Institute is doing considerable co-operative selling with the "Seal of Quality" licensees. Institute men call on the trade with the salesman who represents the steel company. One Institute man, for example, this year has called on fifty-two industrial consumers, fifty jobbers and 400 dealers. In this way we are helping to get jobber and dealer co-operation for members of our organization.

One important fabricator, in a typical case, said he could not use "Seal of Quality" sheets in making his non-syphon roofing. Our man did some co-operative selling with the fabricator's salesmen. Demand for "Seal of Quality" two-ounce coating became noticeable and the fabricator wrote later: "We have overcome our difficulties with two-ounce coating. We are going to push it. Send us 2,000 of your booklets."

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Inasmuch as the Institute was supplying this service in a co-operative, advisory capacity, it was practically out of the question to measure results with any degree of definiteness; only general results, as outlined above, can therefore be enumerated and described.

In some respects the better galvanizing campaign has been a unique effort and, as such, has been exceedingly interesting. It is the intention and purpose of the Institute to continue the campaign, with such modifications as seem indicated by existing conditions.

### Church Heads KMBC

Arthur B. Church, with station KMBC, Kansas City, Mo., since 1921, has been elected president and general manager of the Midland Broadcasting Company, operator of the station. Roland R. Blair was elected vice-president and Mark H. Siegfried, treasurer. J. Leslie Fox has been made director of sales. Mr. Blair will be manager of retail sales while Merle S. Jones serves as manager of regional sales.

• • •

### Names Procter & Collier

The General Pharmacal Company, Cincinnati, manufacturer of Etro and Pep-Ti-Kao, has appointed The Procter & Collier Company, of that city, to handle a newspaper campaign for both of these products. Test territories having been chosen, copy will appear immediately, with other district newspapers to be used as fast as distribution is secured. Magazines will be added when national coverage has been achieved.

• • •

### Death of Irwin S. Rosenfels

Irwin S. Rosenfels, advertising director of the Celotex Company, Chicago, for ten years, died at Oak Park, Ill., in his sixty-fourth year. From 1905 to 1923 he was advertising director of Sears, Roebuck & Company. In 1929, he was elected a director of the Celotex Company.

• • •

### Ransburg Appointed

J. E. Ransburg has been appointed manager for the Washington district of the Pacific Railways Advertising Company, with offices in Seattle. He was with this company for several years prior to joining the C. E. Stevens Co., Inc., in 1931.

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### Griswold with Grace & Bement

Claude C. Griswold, formerly publicity director for the United States Advertising Corporation, has been appointed to head the public relations division of Grace and Bement, Inc., Detroit.

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### Kilborn Resigns from Agency

Orson Kilborn has resigned as treasurer, secretary and director of The de Garmo-Kilborn Corporation, New York advertising agency.

### Rules on Chain-Store Act

Parts of Florida's chain-store tax law were ruled unconstitutional on November 26 by the State Supreme Court.

In a five-to-one decision, the Court held valid graduated occupational license taxes, ranging from \$10 to \$400, on the basis of the number of stores in a chain, and a gross receipts tax of  $\frac{1}{2}$  of 1 per cent on all stores.

It rules void the gross receipts taxes of more than  $\frac{1}{2}$  of 1 per cent. The chain-store tax act, imposed on all retailers, sought to graduate gross receipts levies upward to 5 per cent on chains.

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### To Advertise Northwest

The Pacific Northwest Tourist Association held its first annual meeting at Spokane, Wash., recently at which it voted a fund of \$15,000 for advertising and "contact" representatives in the East to further travel in its territory. Ray Clark, manager of the New Washington Hotel of Seattle, was re-elected president, while W. G. Ferguson, secretary of Montanans, Inc., Helena, Mont., was chosen secretary-treasurer.

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### Leaves Texas Centennial

Frank Purcell, director of publicity for the Texas Centennial Exposition, Dallas, has resigned his position to take up publicity work in Chicago. His duties will be divided between his superior, Frank N. Watson, and Charles E. Turner, finance director.

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### Agency Changes Name

The name of the L. S. Gillham Company, Inc., Salt Lake City, Utah agency, of which Marion C. Nelson is president, has been changed to the Gillham Advertising Agency. Lon Richardson, who has been with the agency for five years, has been elected a vice-president.

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### Cincinnati Club Re-joins A. F. A.

The board of governors of the Cincinnati Advertisers Club has voted to re-affiliate with the Advertising Federation of America. The Cincinnati club withdrew from the Federation in 1932.

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### Represents "The Forum"

Walter M. Weeks has been appointed Southern representative for *The Forum*, with offices at Atlanta, Ga.

# CANADA'S FIRST MARKET

## IN THIS AREA

100 MILE RADIUS FROM TORONTO

$\frac{1}{3}$  of Canada's  
Population

$\frac{1}{3}$  of Canada's  
Buying Power

\$1,300,000,000  
Consumer  
Income

\$300,000,000  
Industrial  
Purchases

Daily average cir-  
culation, six  
months ending  
September, 1935

**246,516**

Representatives:  
**CHAS. H. EDDY  
COMPANY**  
New York  
Chicago Boston  
**J. W. RATHBONE**  
Montreal

**W**ITHIN a radius of 100 miles surrounding Toronto is a small, compact market that has more retail sales, more consumer income, more industrial purchases and greater buying power than the entire Western and Maritime provinces combined and is greater potentially than the whole province of Quebec.

In this 100-mile area, The Toronto Daily Star has over 200,000 circulation. The Star alone reaches over 58% of the total householders in places of 2,000 population and over.

The higher standards of living, above average incomes and advanced and progressive buying attitude of Toronto and the surrounding market is proven by the following figures of a representative branch of industry.

|                                      |                     |
|--------------------------------------|---------------------|
| <b>Total Canadian Drug Store</b>     |                     |
| Sales .....                          | (1931) \$76,712,000 |
| Average Annual Sales per store ..... | (1931) \$21,542     |
| <b>Ontario Drug Store</b>            |                     |
| Sales .....                          | (1931) \$34,880,700 |
| (45% of Canada's total)              |                     |
| Average Annual Sales per store ..... | (1931) \$23,861     |
| <b>Toronto Drug Store</b>            |                     |
| Sales .....                          | (1931) \$12,618,400 |
| (17% of Canada's total)              |                     |
| Average Annual Sales per store ..... | \$31,864            |

Store volume in Toronto 47% greater than the store average for all Canada.

Check the rates, check the circulation, check the market, and you'll easily recognize The Star as one of the outstanding values on the continent.

All figures are latest available and copyrighted by Can. Bus. Research Bureau.

Most Thoroughly Covered by  
**THE TORONTO DAILY STAR**  
TORONTO CANADA

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# Read and Be Weary

In His New Book F. J. Schlink Becomes Excited about the Food That We Eat

By T. Swann Harding

IN the year 1820 the noted British chemist Frederick Accum published a work on "Adulterations of Food and Culinary Poisons" designed to show that the common foods of the day reeked with filth, poison, and corruption and were killing the populace. His book had a wide circulation in the United States, where conditions were presumably quite as bad as in England.

In the year 1935 the engineer Frederick J. Schlink has published his book "Eat, Drink, and Be Wary" (Covici, Friede, Inc., \$2.00) designed to show that modern, processed foods reek with filth, poison and corruption and are killing the populace. This he attributes to recent refinements in food manufacture, for he holds that the good old traditional diet of a century ago was above reproach.

In the year 1770 Dr. Tobias George Smollett, better known today as a novelist than as a surgeon, in a book called "Humphrey Clinker," described the drinking water of his day as laden with "human excrement, drugs, minerals and poisons used in mechanics and manufacture," and "enriched with putrefying carcasses of beasts and men, and mixed with the scourings of washtubs, kennels and common sewers." Such was the water in London in 1770.

In 1935 Dr. Schlink writes of our drinking water as "chlorinated, coppered, phenolized, and manganese, and otherwise contaminated with strange and poisonous chemicals, so that even the incomparably refreshing and palatable qualities of pure water from the well or spring are forgotten."

In 1770 Dr. Smollett described the bread of London as "a deleterious paste, mixed up with chalk,

alum, and bone-ashes, insipid to the taste and destructive to the constitution." It was white because foolish folk demanded whiteness in flour and thus paid others to ruin their health "and compelling bakers and millers to poison them." The stuff was "so void of all taste, nourishment, and savour, that a man might dine as comfortably on a white fricassee of kid-skin gloves; or chip hats from Leghorn."

In 1935 Dr. Schlink writes of the white bread that is so inferior, but "which glorifies the great American wheat-spoiling industry that mills chemically bleached white flour and sells it mainly to bakers who chemicalize it still more with yeast foods, chemical flavor reinforcers, butter substitutes, nut substitutes, egg substitutes, milk substitutes, and even, incredible as it may seem, yeast substitutes and flour substitutes."

## Little Knowledge Is Dangerous

Nevertheless the human race has survived all these alimentary catastrophes. Things are never as bad as Jeremiahs, calamity-howlers, and poison phobiacs sincerely believe them to be. A little knowledge is a dangerous thing, though much learning may also make one mad.

In his new book Dr. Schlink ruthlessly attacks advertisers, food processors, advocates of milk, home economists, scientific experts in nutrition—especially McCollum, Sherman, Rose and Mendel, raw foods and their advocates, and the commercial bakers. Dr. Schlink is in favor of the traditional diet of a century ago (ask grandma, and note what Accum and Smollett

say), of raw milk, diets to prevent colds and tooth decay, diets eaten by primitive man, tomcats and robins. In addition, and enthusiastically so, Dr. Schlink is in favor of Consumers' Research.

Broadly speaking Dr. Schlink impresses the reader as a sincere but almost pathologically frightened man of considerable, but ill-assorted and poorly digested erudition, who lacks the specialized knowledge that could alone properly equip him to write intelligently on the subject of human nutrition. The present writer was in laboratory nutrition research for six years and he has long followed the subject closely. He knows that Dr. Schlink is violently agitated over too many things that simply are not so.

That the book contains many things of value is to be expected in a volume containing so much. Diet faddists deserve the lacing they get, but it should not have been administered by an author who is himself a faddist. Commercial

bakers are not guiltless; indeed Dr. Schlink condemns them wisely out of their own mouths. Spray residues and many other factors in modern food production and processing do offer serious problems. The milk-drinking and roughage fads, in so far as they are fads, merit adverse criticism. To the dissertation on languishing restaurant cooking (p. 56) one can say Amen!

Incidentally Dr. Schlink has shifted his attack from food and drug officials to the home economists. He does, it is true, state on page 43 that the Food and Drug Administration so re-conditions "spoiled" salmon that it can later be foisted on the public. But on page 53 he indicates that he does understand the word "re-condition" to mean sorting the good from the rotten salmon, which is greatly to his credit. In general, however, his animosity is now against the Bureau of Home Economics, home economists in general, and nutrition workers in particular.

# AN ADVERTISER'S BEST FRIEND

*The Record of Pares  
shows a gain 5% in  
revenue for 35 or*

# A MOTHER'S BEST FRIENDS

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His attack on raw food is rather curious. It is, like so much else in the book, a blanket, prejudiced indictment built up by quoting one set of authorities and ignoring another set. In the case of milk, however, Dr. Schlink advocates its use raw instead of pasteurized, a manifestly dangerous advocacy. The consensus of scientific opinion is that we do need a certain amount of raw foods, but this is no justification for the raw food faddists.

Dr. Schlink deliberately turns his back on scientific nutrition investigation and will have none of it. He believes it to be ignorant, or bought by the trade, or both. Sometimes his condemnation is inaccurate as when (page 89) he accuses Dr. Rose of holding the view that uric acid causes rheumatism whereas his own quotation from her work reveals (page 82) that she was writing about gout. In any case Dr. Schlink is as dogmatic as any faddist in his own assertions.

He expounds the theory that

faulty diet causes dental caries (pages 69-71) as if it were revealed truth, whereas the subject is still highly controversial. Many people, both primitive and civilized, have excellent teeth though their diet is very inadequate, and the reverse happens quite as often. Again there is no scientific justification for Dr. Schlink's casual prescription of a diet that will surely prevent colds (page 309).

There is great dispute today among perfectly sincere and reputable scientists as to the possible dangers of taking cod liver oil or vitamin D in other forms. Dr. Schlink's dogmatically formulated conclusion that cod liver oil and irradiated ergosterol are highly toxic (pages 193-94 and 19 respectively), while partly justified by the work of some investigators is vehemently denied by others, quite as reputable, whose publications he ignores.

With regard to the possible effects of vitamin A in building up immunity to infection (page 28),

# ES'RIEND IS A MOTHER

*Parents' Magazine*  
5% in advertising  
for 35 over 1934

# ENS THE PARENTS' MAGAZINE

to the dire destruction bran and roughage can work upon us (37), to the dangers of cereals, of raw foods in general, and of poisonous spray residues Dr. Schlink follows the procedure of quoting one scientist, or one scientific school, ignoring other work quite as respectable, and of stating a flat opinion where no such conclusion is justified.

On page 104 he tries to make it appear that Dr. Louise Stanley, Chief of the United States Bureau of Home Economics, said that any greens raised in any soil or stream, no matter how polluted, could be rendered fit for food by washing with a mild antiseptic solution. Yet it is obvious that she stated merely that watercress, if suspected, might be so washed before using. In general Dr. Schlink displays an inadequate grasp of scientific procedures in nutrition investigation.

#### Accepts Results That Fortify His Arguments

Thus on page 187 he indicates that work on animals can never be of value with regard to human beings, yet before he gets through that single page he upholds work with rats as indicating a way of increasing the life span. On pages 92 and 243-44 we are asked to believe in work with experimental animals though on page 76 we are told to have no faith in them. Specifically Dr. Schlink accepts results with experimental animals when they bolster his argument but rejects them otherwise. Actually such results are always suggestive though seldom finally conclusive.

An interesting example of Dr. Schlink's naiveté in this field occurs on page 76 where he reaches back to quote a particularly silly paragraph from *100,000,000 Guinea Pigs*. Certain experiments indicated that the vitamin C content of sulphured fruit was better retained than was that of unsulphured fruit. Guinea pigs were used and Dr. Schlink makes much of the fact that the animals on the sulphured fruit had slightly brittle teeth, utterly ignoring the equally significant fact that those on the unsulphured fruit died outright!

Again on pages 73-74, and elsewhere, the work of Mrs. Mellanby of Great Britain, which reported that oatmeal contained a factor causing tooth decay is quoted as if finally proving that all cereals destroy teeth. There is no mention, however, of work by other investigators, quite as good, who failed to find oatmeal deleterious in the way Mrs. Mellanby reported. This type of bias occurs on almost every page of the book, and without it no such sensational case could be made out.

But if both white bread and bran are poison, what shall we eat? If we must have vitamin D, fresh vegetables, and water free from dangerous bacteria, but all these come to us laden with dire poisons, what shall we do to be saved? The answer appears on page xi of the "Foreword" and on page 277 where the dietary habits of primitive man are recommended; on pages 35, 36, and 39 where grandma and the good, old traditional diet of former days are recommended; and on page 45 where the tomat appears daintily picking just the right food out of some garbage can.

The answer may also be found in *The New Republic* and *Esquire* which, though excellent popular periodicals, are quoted copiously by Dr. Schlink as respectable scientific authorities. Or perhaps in the wisdom of the young lady described by Dr. Schlink on page 1 as "a girl certainly with excellent hips." The book's final chapter, "Which Way Out? Follow Your Grandmother's Instincts—Back to Ante-Bran, Pre-Crisco Days," offers a clue.

Then there is Chapter IX entitled "Bread—Modern Corruption of an Ancient Trade"—though we have found bread quite as seriously corrupted over a century ago. Furthermore medical literature abounds with reports of primitives who did not eat healthful diets even when the required foodstuffs were readily accessible and who became ill as cats are when they eat grass. Do we want to return to the days of Smollett?

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ored by boiling them with brass coins, wine was "vile, unpalatable, sophisticated, balderdashed with cider and corn-spirit," meats and fish were rotten and discolored, while "the worst milk was thickened with the worst flour into a bad likeness of cream," and butter was a "tallowy, rancid mess . . . manufactured with candle-grease and kitchen stuff." That we have progressed in the production and processing of food goes without saying.

You can, however, find some apparent scientific authority for anything you care to write and, by ignoring all other authorities, build a terrifying case. But mass food processing is here to stay and it also seems possible that less physically active people like us need more refined foods than our robust

ancestors. The trek back to the primitive and to our own traditional diet is both a hazardous and an ignorant undertaking.

Dogmatic pronouncements are usually wrong in this field. It is as dangerous to advocate raw milk, as Dr. Schlink does, as to denounce all raw foods, as he also does. What we need is painstaking, scientific investigation to enable us to evolve a varied, and well-balanced diet carefully grown and processed for civilized man under modern mechanical conditions. There are abuses in the field of food but these cannot be corrected by ignorantly going to some other extreme. Dr. Schlink's book is prejudiced, inaccurate, and inexcusably sensational. We can only hope that it will do some good in spite of its numerous defects.



#### Francis Atwater Dies

Francis Atwater, founder and former publisher of the Meriden, Conn., *Daily Journal*, died in that city recently. He was seventy-six years old. In 1898 he founded the Havana, Cuba, *Journal*, the first newspaper entirely in English published in Cuba. He founded the Meriden paper in 1886 and served as its publisher until 1913.



#### Kasper-Gordon Adds to Staff

Elbert A. Duncan, formerly president of Nelson, Duncan and Harlow, Inc., has joined Kasper-Gordon Studios, Inc., Boston, in a new business and executive capacity. J. Phillip Dykes, formerly with Hanff-Metzer, Inc., and the Frank Presbrey Company, has also joined the studios in a new business capacity.



#### Association Elects Thorniley

William O. Thorniley, of Seattle, advertising manager of the Puget Sound Navigation Company, has been elected president of the Olympic Peninsula Resort and Hotel Association.



#### "Sports Afield" Appoints

*Sports Afield*, Minneapolis, Minn., has appointed Ned Brydone-Jack, San Francisco, to represent the publication on the Pacific Coast.



#### Opens Cincinnati Office

The Merrill Advertising Company, New York, has opened a Cincinnati office in the Chamber of Commerce Building in that city.

#### Campaign for Camera

Argus Photography, Detroit, maker of Argus Candid Cameras, a 35mm. precision-made camera, has appointed the C. E. Richerd Advertising Agency, of that city, to direct its advertising campaign. Plans call for window displays, dealer advertising and all forms of consumer advertising throughout the country, with emphasis being placed on the Christmas trade.



#### Heads Sales Group

Raymond Bill, of *Sales Management*, has been elected chairman of the committee on organization of the National Federation of Sales Executives. Bernard Lichtenberg was elected secretary. The various sales and marketing associations and clubs will be invited to become association members of the federation, which plans to hold its first annual convention in Chicago next year.



#### Leaves "Marine News"

Bernard A. Salamon, production manager of *Marine News*, New York, has resigned that position. He has been with the publication for over three years.



#### Made Kentucky Colonel

Louis A. Pelton, general manager of the Pompeian Olive Oil Corporation, Baltimore, has been made a colonel by Governor Ruby Laffoon of Kentucky.



#### Crane Named Vice-President

G. S. Crane, sales manager, has been named vice-president in charge of sales of Cutler-Hammer, Inc., Milwaukee.



# Ask Trade Law Changes

## F. T. C. in Annual Report Suggests Amendments and Describes Advertising Review Methods

WITH the recommendation that the Federal Trade Commission Act "be amended so as to specifically prohibit not only unfair methods of competition in commerce but also unfair or deceptive acts and practices in commerce," the Commission releases its annual report, one of the few Government reports which each year is of interest to advertisers.

"This recommendation is made in order to give the Commission clear jurisdiction over a practice which is unfair or deceptive to the public and is not necessarily unfair to a competitor," says the report. "There are times when such a practice is so universal in an industry that the public is primarily injured rather than individual competitors. In such cases it is very difficult, if not impossible, to show injury to competitors, but the injury to the public is manifest."

The Commission among other recommendations suggests the insertion of appropriate language in section 5 of the Act "to provide that it shall not be necessary to establish a violation of its orders issued under section 5 as a condition precedent to obtaining the court review provided for and to provide that when the Commission's order is affirmed the court shall thereupon issue its own order commanding obedience to the order of the Commission."

The Commission also suggests section 5 be amended to provide that if a respondent does not take advantage of his opportunity for court review within sixty days after issuance of an order, the order shall become final and conclusive and the court may punish violation as a contempt of court.

An amendment to the Clayton Act is also recommended. Concerning this the report says,

"Section 2 now provides that nothing therein contained shall pre-

vent discrimination in price 'on account of differences in the grade, quality, or quantity of the commodity sold, or that makes only due allowance for difference in the cost of selling or transportation \* \* \*.' If this be interpreted to mean that any difference in quantity justifies any amount of discrimination it is plain that the section may be readily evaded and gives no substantial protection against the evil denounced. For the purpose of clarifying and promoting a more effective enforcement of the section, the Commission recommends that the section be amended to clearly define the discrimination in price intended to be forbidden.

### Amendment on Discounts and Allowances

"The situation disclosed in its chain-store inquiry, involving the frequent making of special discounts and allowances by manufacturers to chain stores without any definite relation to cost of selling, leads the Commission to suggest that consideration be given to the enactment of legislation supplementing section 2 so as to require all manufacturers of merchandise, other than perishables, selling in interstate commerce, to report promptly to the Federal Trade Commission whenever they make special discounts and allowances which are not openly and generally made and published to the trade; failure to make such reports or the making of wilfully incorrect reports to be subjected to penalty. However, it is readily apparent that the volume of work flowing from the requirements of such reports would necessitate substantial appropriations to properly administer this provision."

As is customary, a section of the report deals with the Commission's activities in the field of newspaper, magazine and radio advertising.

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The report says, "Between January 1 and June 30, 1935, magazines having a combined circulation of 27,220,061 copies were received. Up to June 30, 1935, a discerning preliminary scrutiny of 1,126 individual current advertisements had been performed, resulting in 284 being referred to the board members for special consideration as possibly false and misleading."

During the same period the Commission received 439,253 radio continuities and completed a review of 376,539. Of these 38,873 were referred as possibly false and misleading to the members of the board and their legal assistants for further consideration and possible action.

The Commission points out that it has found it advisable to call for some periodicals on a continuous basis, due to the persistently questionable character of the advertisements published. It admits that a review of all publications is physically impossible and also unnecessary because there are a number of "publications of a high ethical standard where the publishers carefully censor all copy before acceptance."

#### How Commission Deals with False Advertising

The report gives an interesting picture of the method used by the Commission in dealing with false and misleading advertising. It says,

"When the Commission receives complaints or notes the existence of apparently false and misleading representations in advertising, it initiates an investigation. A questionnaire is sent to the advertiser requesting samples of all advertising copy published or broadcast by radio during the year past, together with copies of all booklets, folders, circulars, form letters and other advertising literature, and, if practicable, a sample of the article advertised, and, if the article is a compound, the quantitative formula."

"Upon receipt of the material, the sample, formula, and advertising claims and representations are submitted for medical or scientific opinion to such other Governmental agencies as the Public Health Ser-

vice, Bureau of Standards, or Food and Drug Administration.

"Upon receipt of such official opinions the Commission, through its special board, carefully examines all claims and representations, and makes such excerpts as appear to require justification or explanation. Copies of such excerpts and medical or other scientific opinions are then sent to the advertiser, and an opportunity given him to submit such evidence as he may desire to justify or explain the claims and representations scheduled.

#### Matter Closed if Claims Are Justified

"If all such claims and representations are justified, the matter is closed without further procedure, and all the data filed for future reference, but if the claims or representations are not justified, the Commission may order the docketing of an application for complaint against the offending advertiser. The entire matter is then referred to the special board for negotiation of a stipulation wherein the advertiser agrees to cease and desist from making such claims and representations as are deemed misleading by the Commission. If such stipulation is executed by the advertiser and accepted by the Commission, the matter is closed, subject to reopening at any time by the Commission if occasion arises. If no stipulation is procured from the advertiser, the Commission institutes proceedings against the advertiser by the issuance of a formal complaint under the law.

"In a large majority of cases, advertisers have entered into stipulations with the Commission to cease and desist from publishing the misleading statements. In only a relatively few cases do advertisers refuse to stipulate, making it necessary for formal complaints to be issued."

"In many cases the advertiser immediately cancels all advertising complained about upon receipt of the first communication from the Commission, and does not advertise again until his matter has been adjudicated."

# Sampling to Consumers

How National Manufacturers Make Offers in Advertising:  
Number Three of a Series

IN the second article of the current series the advertising offers of fifty-three companies were tabulated and some general observations made on these offers. To back up this tabulation the present article deals in some detail with the analysis of individual coupons.

**Bristol-Myers Co.:** Across the top of a coupon for Ingram's Shaving Cream is a black line with the message in reverse, "Try the World's Coolest Shave Free." As the second article in the series pointed out, it is usually desirable to get a good selling message into the coupon. Here the top border of the coupon acts as a selling message. This is further enforced by the line above the space where the prospect signs which says, "I'm ready to try Ingram's! Send me the free 10-shave tube." Note the mention of quantity in the most graphic manner possible.

The same company in a coupon for Ipana Tooth Paste does not mention quantity.

An unusually effective coupon is used by this company in an offer of Mum. At the bottom of the advertisement are two ruled lines acting as a top and bottom border for a double-barreled coupon effect. One barrel of this coupon carries this message:

"Be an unknown friend to some girl who needs advice.

"It isn't an easy thing to tell a woman that she is a victim of underarm perspiration odor. Perhaps it isn't even wise to try. But here is a suggestion. If there is someone you wish knew about Mum, ask us to send her a dainty little package, free, and a folder of facts about perspiration odor. Just write her name and address (not yours) in the coupon. Some day she will want to thank her unknown friend!"

The other barrel of the coupon

has room for the name and address of the prospect.

**Carlsbad Products Company:** This company puts an advertising hook into the coupon by a single sentence at the edge at the end of the offer. The coupon is worded as follows:

"Free. To get a free supply of Carlsbad Sprudel Salts—also an important book giving the different Carlsbad Diets with complete instructions as to the genuine Carlsbad Treatment for each of a dozen common ailments—just mail this coupon to Carlsbad, 9 East 40th Street, New York, N. Y. Health is beckoning you!"

Note the last sentence.

**Dioxogen Cream:** Here is an offer that is not for a sample but for a full-size jar. The particular coupon under discussion is interesting because although the advertisement carries a box number, it is further keyed by the following:

"Please send me generous jar of Dioxogen Cream (not a sample), as offered to *McCall's* readers."

**The Drackett Company:** This advertisement does not use a coupon. At the bottom is a picture of a bottle of Windex. Routed out of the halftone is a box in which is the following message:

"Send 10 cents (to cover postage and handling) for trial bottle. Enough to try on your windows—handy size for eyeglasses. The Drackett Co., Dept. J-75, Cincinnati, Ohio."

**Max Factor:** This coupon offers a ballot with twenty-seven places for the consumer to check. The reason for this is that the company is offering a purse-size box of powder and rouge sampler in color harmony shades with lipstick color sampler, in four shades. The prospect is asked to describe her complexion, her skin, the color of her

**A'M OFF**

AMERICAN SMALL BUSINESS NEWSPAPER

Edited by ERICH BRANDEIS

**Editorial**

Many people deny themselves almost everything so that they may become wealthy. Then, when they achieve their goal, the doctor puts them on a milk diet while their poorer brethren enjoy steak and pie.

**News**

—Another Roosevelt arrested in Massachusetts. This time for firing buckshots at policemen. Says he belongs to the Theodore Roosevelts. Copycat!

—Beautiful display of vegetables arranged in form of garden wins prize at chefs' show held in Waldorf-Astoria. But I say it's spinach, and to hell with it!

**Advertising**

Offset printing is ideal for some things — entirely unsuited to others. Since we do offset as well as letter press printing we can afford to advise you without bias or misrepresentation. Often, our creative division can make your work adaptable to the beauties of offset.

Send for folder or phone CHickering 4-4145.

**AMERICAN OFFSET CORPORATION**  
406 WEST 31<sup>ST</sup> STREET ★ NEW YORK

American Offset Corporation  
406 West 31st St., New York, N. Y.

Send me "A'M OFF" free every week, I like it.

Name .....

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Address .....

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FREE  
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Some interesting and well-planned coupon approaches as used by current advertisers

eyes, the shade of her lashes and the color of her hair. With this description before them, the manufacturers then try to send the type of sample best suited to the consumer's use.

This ballot idea is used by several cosmetic manufacturers, but none of them go to quite the extent that Max Factor does.

**Gebhardt's Chili Powder Co.:** A number of advertisers use pictures as part of the coupons. Gebhardt's makes a particularly effective use of this device, by making pictures tie the coupon to the rest of the advertisement. The coupon in this advertisement is below the signature and tying coupon and signature together is a small picture of the recipe book offered by the company. Below this in one corner of the coupon is a picture of the company's Chili Powder package. The pictures thus add interest to the coupon, give the consumer an idea of what she is going to get and, finally, ties coupon and advertisement together.

**General Foods:** An excellent selling copy coupon is used by this company for La France and Satina. The coupon reads:

"Free. Mail this coupon for

free test packages of La France and Satina. You add Satina to boiling starch. It makes your iron glide easier. La France and Satina are products of General Foods. Mail coupon in envelope or paste on postcard. Or write postcard addressed to: General Foods, Battle Creek, Mich."

The explanation of how the product is used undoubtedly adds interest and makes good selling copy.

**The Charles E. Hires Co.:** This company uses a device not employed frequently by advertisers. Above the coupon is the following paragraph:

"Free—a generous trial bottle of Hires Extract enough to make four quarts of Hires Root Beer—in all who mail the coupon, enclosing 3 cents to cover postage and handling."

Above this is a bull's-eye arrangement which has in white letters against two black circles "Hires R-J Root Beer for Real Juices." This in turn is tied to another circle below it which carries the one word "Free" and this also is just above the coupon.

Finally, the coupon itself carries this copy:

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Hires Extract. I enclose 3 cents for postage and packing."

*S. C. Johnson & Son, Inc.:* This advertiser makes excellent use of an illustration as part of the coupon.

Across the bottom of the page is a message about the radio program, a picture of three Johnson products and the coupon. The picture is so made that it is actually a part of the coupon itself. Here again is an example of a company using a picture to give the consumer an idea of what she is to get.

*The Junket Folks:* Here is an interesting variation on the alternative offer. This company's coupon says "Send Free Trial packet of Junket Tablets and Junket Book of fifty-one tested recipes for ice creams and desserts. If 10 cents is enclosed send me instead a full-size package of Junket Mix."

This coupon is also different because in the actual outlines of the coupon is space for the name of the flavor wanted, the grocer's name and his address. The consumer is asked to use the margin of the page for his own name and address. This is an interesting method of expanding one column into considerably more space.

As has been pointed out previously, many advertisers make their coupons far too small. This advertiser, realizing that his coupon was small, enlarged it by asking the consumer to use white space for which the advertiser did not pay.

*Kellogg Co.:* This company uses an interesting device to make sure of the affects of the person sending the inquiry. In the space for the consumer's name, the company has put the words "Mr., Mrs. or Miss." Thus it gets an idea of who is asking for the product.

*Kendall Mills:* This company puts a very definite limitation on the number of samples to be sent. In its coupon offer it says, "Enclosed is 10 cents for full-size Curity Layette-cloth Diaper. (Only one allowed to each individual.)" Many companies make rudimentary checks to see that they are not

furnishing free material periodically to a household. Very few of them, however, go to the length of Kendall Mills by scaring off those who want duplicate offers.

*Lady Esther:* This company suggests a device to the consumer which few consumers realize they can use. At the top of the coupon is a line "(You can paste this on a penny postcard.)" Some consumers are smart enough to do this. Most are not. By running this line the company probably encourages offers.

*Lever Brothers:* In an offer of Lifebuoy Shaving Cream what looks like a coupon but is not a coupon but a complete advertisement is used. This is boxed off and carries a picture of a tube of Lifebuoy Shaving Cream, open. The message in two columns reads: "Tough beards come off clean and easy with this soothing, extra-moist lather!"

"Lifebuoy Shaving Cream lather holds 52 per cent more moisture. It softens tough beards quickly and thoroughly—makes it easy to shave close and often without pull, scrape or sting. It's decidedly milder than other leading shaving soaps, too, soothes tender skin. Try Lifebuoy FREE. Write Lever Brothers Co., Dept. A-139, Cambridge, Mass. for a free 12-day tube. (This offer good in U. S. only.)"

*The Nonspi Company:* This company carries across the top of the coupon in bold face type the words "Special trial offer." Few companies carry a real headline on their coupons.

*The Odorono Company, Inc.:* Above this company's coupon is this message: "Mail this coupon today—with 8 cents." This action-impelling message is reminiscent of mail-order advertising, but there is no question that it is effective.

*Patent Cereals Co.:* This company has three alternatives in its coupon. The consumer can send for any one of the three or for all three at once. The offer includes a free sample of Dic-A-Doo, a 1½ lb. package (sold for 30 cents) and a Dic-A-Doo paint



Brush Bath (sold for 5 cents).

**Pond's:** This company uses a special quantity measurement when it offers in a coupon "a special tube of Pond's Cold Cream, enough for nine treatments."

**The S.O.S. Company:** This company also uses the "paste the coupon on a postcard idea."

**The Three In One Oil Company:**

This successful distributor of samples has a line in the coupon which makes the consumer say "I'll try your new furniture polish!"

**Wm. Underwood Co.:** This company offers both a sample and a full-size jar of its product. For 10 cents the consumer gets a sample of the popular-size key-opening tin or for 25 cents the new Underwood Table Jar. The company also offers a copy of the new Underwood Recipe Book. It tells the consumer "Just ask for it."

**John H. Woodbury, Inc.:** One of the most detailed coupons used by a magazine advertiser is that for the Woodbury Loveliness Kit.

This coupon, about two columns wide, beneath a picture of Woodbury's products says:

"Send today for the new Woodbury's 'Loveliness Kit.'"

"Enclosed find 10 cents to cover cost of packing and mailing. Send me 'Woodbury's 'Loveliness Kit' containing a guest-size cake of Woodbury's Facial Soap, generous tubes of Woodbury's Germ-free Cold and Facial Creams, and six packets of Woodbury's Facial Powder—one of each of the six shades."

**W. F. Young, Inc.:** This coupon has an individual wording. It says: "Gentlemen: I should like personally to test Absorbine Jr. Kindly send a free sample to" and then there is room for the name and address.

\* \* \*

Most of these offers are effective and the variety shown indicates a laudable desire of the advertisers not to copy each other in one of the most difficult phases of advertising to make original, the coupon.

\* \* \*

#### Duraloy Appoints Sanger

The Duraloy Company, New York and Pittsburgh, producer of chrome iron and chrome nickel castings, has appointed Alan B. Sanger, of that city, to take charge of its advertising and sales promotion. Magazines and direct mail will be used.

\* \* \*

#### Maynz Names Marsh

Maynz & Company, New York, brewery supplies and equipment, have appointed Terrill Belknap Marsh Associates, of that city, to place their advertising. Business papers in the brewery field will be used.

\* \* \*

#### Scruggs in Retail Work

J. H. Scruggs, assistant to the sales promotion manager of Gulf Refining Company, Southern States, has resigned to join Fiebleman's Sears Roebuck, New Orleans department store, as advertising manager.

\* \* \*

#### Warren C. Browne Dies

Warren C. Browne, for thirty years editor and publisher of the *National Lithographer*, New York, died at Plainfield, N. J. He was in his seventy-sixth year.

#### Heads Palmer Agency

Freeman Keyes has been elected president of Philip O. Palmer & Company, Inc., Chicago advertising agency, succeeding the late Philip O. Palmer. Mr. Keyes has been associated with the Palmer agency as an account executive.

\* \* \*

#### Now Riis and Associates

Riis & Bonner, New York, public relations counsel, have changed their name to Roger Williams Riis and Associates. Mr. Bonner is now in Hollywood doing work in connection with motion pictures.

\* \* \*

#### Acquires "Teachers Guide"

Kent Lighty, publisher of the *Journal of the American Institute of Homeopathy*, has acquired full control of the *Teachers Annual Vacation Guide*. The office of the publication will be at 280 Madison Avenue, New York.

\* \* \*

#### Hairdressing Campaign

Donahue & Coe, Inc., New York, is releasing a prestige campaign in women's magazines, Sunday rotogravure sections and theater programs for Michael of the Waldorf, New York, hairdresser with shops in Eastern cities.



# Outstanding Sales Executive Wanted

A large and highly successful company, manufacturing products sold through the retail grocery trade, has a most unusual opportunity to offer a General Sales Executive who is capable of filling the position.

This man must have a wide and successful experience in the merchandising and selling of some product distributed through retail grocery channels.

He must have a personality that will enable him to obtain the full co-operation of his associates, and inspire confidence in his subordinates.

He must have a thorough knowledge of merchandising and selling in the field which will enable him to develop practical, workable, merchandising plans, and have the driving force necessary to direct their successful execution.

This man must be old enough to have had the experience which will qualify him for this position, and still be young enough to work with the present aggressive, high-powered selling organization.

Positively no personal interviews will be accorded until a written application has been received which will cover fully the age, nationality, present position, past experience, present residence, and other pertinent information.

All letters will be treated in strictest confidence, and no inquiries or investigations will be made until the applicant has been given an interview and his permission obtained.

The man securing this position must be of the calibre and ability to command a salary of at least \$25,000 a year at once.

Address "L," Box 196, Printers' Ink.

# Watch Humanity!

That's the Lesson of This Story of an Advertising War, the Watchword of Whose Peace Is Death

By Arthur H. Little

**PROGRESS**—or something—has wrought dramatic changes in the most spectacular sector of American advertising.

Progress—or psychological evolution—running through a little less than two decades, has served almost to erase an issue that, back in 1916, set our most spectacular industry in an uproar. And, paradoxically, the peace that now ensues resembles something far from peaceful; for its symbol is a skull and its watchword is *death*.

A cycle has revolved; and its turning has disclosed that not even truths endure. At least, it has revealed that that which is true today may not be true tomorrow—and that advertising's best-loved beliefs and soundest-sounding tenets are as vulnerable as are advertising's practitioners to the galloping menace of obsolescence.

For advertisers, the moral—if, indeed, the moral needs pointing—is this: Rules are drawn for those who need them: the wise man keeps an eye on humanity.

In current magazine advertising, you've seen a black circle, from which, in white, stands out the warning: "Don't gamble with Death!" In current copy, the American Chain Company, which makes Weed tire chains, is scaring us again—scaring us more thoroughly than ever before—scaring us with statistics—

"Auto accidents pile up new massacre record as 1935 rushes to a close. Year's totals are headed for 40,000 killed and 1,200,000 injured."

And, although most current copy for motor cars eschews such literal and lethal arithmetic and still concerns itself with performance and power and economy—it also talks,

and more implicitly than ever before, about safety.

How different nineteen years ago! Let's go back.

In **PRINTERS' INK's** issue of November 16, 1916, the normally genial Alfred Reeves, then as now the general manager of the motor makers' association, laid aside his geniality and donned his righteous indignation to report, at this publication's request, his association's stand on advertising of a certain kind. He wrote:

"More than eighty automobile manufacturers, in a general meeting at the New York headquarters of their association, have recorded themselves in opposition to so-called scare copy, not only as applied to their own industry, but also as applied to advertising in general, and voted in favor of those magazines and newspapers that keep their columns free from such advertising."

Obviously, the motor makers were mad.

## With Motor Cars Falling from Bridges—

Turning to the specific, Mr. Reeves went on:

"With motor cars falling from bridges, turning upside down at the curb, or dashing into trolley cars, we may expect to see pictures of men dying in restaurants because they ate the wrong brand of oysters; of people lying mangled at the bottoms of elevator shafts because the wrong safety catch was used; of others sizzling in hotel fires because they went to the wrong hotel in town instead of ours; of travelers disappearing beneath the ocean waves because they took the wrong ship for a journey; of the dead in coffins to show what

happens if you don't have your prescriptions filled at our drug counter. . . .

"Particular reference was made"—at the motor makers' meeting—"to the advertising of Weed chains, as a result of which we had a conference with the officials of the American Chain Company at Bridgeport, who expressed themselves as keen to co-operate with the automobile manufacturers, but who were doubtful of being able to secure any different style of copy that will aid in the sale of their product.

"I would be ashamed to admit that the great copy writers of this country could not supply copy to the American Chain Company or any other company, to help in the sale of its product, which did not require pictures of the ghastly results that might, in the extreme, come from failure to use their products.

"Surely, with advertising as great as it is today, there must be scores of men who can supply readable copy, with punch and all those other things that make for action, without presenting advertising that, if it should become general in other lines, would make the average newspaper and magazine a veritable display of the horrors of living in general. . . .

(A prophecy—not far wrong!)

"Advertising of the scare type seems to match up with the advertising of quack doctors, which describes forty symptoms to make sure that one or two will impress the reader.

"With the millions and millions of passengers carried safely on the railroads of the country, how unnecessary and how unfair it seems for the Travelers', the Aetna, or any other company to show a picture of a wrecked train in connection with one of the children hugging close to the mother, with some statement relative to insurance. I wouldn't take insurance in a company that advertised in that way if I never had it. . . .

"The merit of the motor vehicle is in its speed, and I believe the Weed chain people, who are among the bright minds of our industry and who have practically a mo-

nopoly, could profitably indicate the safety of traveling twenty-five miles an hour on wet pavements with chains, just as we do without chains when the pavement is dry. Such copy would induce me always to use chains with my car when driving on wet pavements. . . ."

Mr. Reeves offered a suggestion: "Let Weed associates offer a proper reward for copy to the advertising writers of this country, and I blush for their lack of ability if the American Chain Company fails to receive ideas above par that will be clean-cut and dignified, and with selling power of the highest order. . . .

"At future conferences, we hope to show advertisers who have been using this scare copy that, aside from all ethics that may be violated, such copy is not bringing the results that can be obtained in other ways and, moreover, advertising writers are not so low in intellect that they cannot supply selling copy that is not of the scare type."

And finally:

"I am convinced that in many cases scare copy has a negative, rather than an affirmative effect. If wrong, we are open to arguments from PRINTERS' INK and its readers."

#### Coming to Grips with the Problem

Well—and let this history be accurate and complete—PRINTERS' INK didn't argue. In fact, holding fast to its equilibrium, PRINTERS' INK said, in effect: "Possibly—in fact mostly—so; but on the other hand—"

Although the subject was hot and pretty vital, those were more leisurely days; and, after a column or so of editorial preamble, P. I. came to grips as follows:

"The point that impels most people to buy the product should dominate the copy. This is a safe principle to follow in most cases. Fire escapes and exits are not the things to harp on in theater advertising. People do not patronize the place to be safe. They go there to be entertained. Obviously, then, that is the feature of the service to emphasize.

"Automobiles are not bought be-

cause they offer a haven of safety. Therefore, this is not a leading talking point in car selling. On the other hand, tire chains are purchased to make automobiling safer. Hence safety is *the* argument in chain advertising. . . .

But, back on the first hand again: "Even though it is conceded that copy frightfulness is effective in selling Weed chains, can their manufacturers afford to antagonize such an important element in the trade as the men who make and sell automobiles? . . . Even though the scare copy seemed to give a temporary selling advantage, would not the permanent results turn out to be fruitless?"

And finally, an analogy from the church business—an analogy on which Billy Sunday, whose tabernacles even then were cauldrons of brimstone, might have given P.I. quite an argument:

"In discussing the merits of scare copy, we always think of the radical change that has come about in religious preaching. Formerly it was the custom to scare people into churchgoing by preaching the imminence of hell and damnation. It has been found that this torture talk is not nearly so effective as preaching the more helpful aspects of religion. Isn't this suggestive to the copy writer?"

#### Pot-Shot from the Automotive Press

However the copy writers may have reacted, the motor industry seemed to agree; for, looking at nobody in particular, *Automobile Topics* spoke up in the interim to remark:

"Fear is a pretty poor sort of impulse to invoke aid in sales, because it generally brings business reluctantly and does not stimulate repeats. . . . Highwaymen find it profitable to frighten those with whom they conduct their fiscal affairs, but precarious; and the concern that secures customers by seeking to render them afraid to be without its goods, and who advertises accidents and acts of God to that intent, seemingly has missed a vital point. It is the salesman's aim to promote desire. To stimu-

late a counterfeit sentiment by way of reaction is hardly constructive. 'Scaring up business' should continue to be a figure of speech, as it has been usually in the past."

And then the lull ended. In *PRINTERS' INK* for December 7, 1916, the terrorists, the metaphorical footpads, answered; and in the answer, signed by the American Chain Company's president, Walter B. Lashar, there were certain thoughts that, somehow, seem to strike home today.

"The worst scare copy affecting the automobile industry," Mr. Lashar wrote, "appears in the newspapers on Monday morning, and on most other days."

"This scare copy carries no phantom pictures. It leaves little to the imagination. It tells the names and addresses of the victims who are taken to the hospitals, or receive the attention of the coroner."

"The eighty automobile concerns that agreed 'to discourage scare copy' because it 'hurts business,' and 'to discriminate in favor of those magazines and newspapers that keep their columns free from such advertising' do not, of course, contemplate applying the policy of coercion to the news columns or editorial pages."

"There was a time when advertisers could dominate the news columns of most newspapers; some benighted publishers still permit it. Intelligent publishers long ago discovered that the business of a publication is to serve the public."

"A publication that tries to serve the advertiser at the expense of the public cannot prosper."

"An advertiser has a perfect right to refuse to buy space in a publication because it employs an office boy with freckles, or because a solicitor for the classified carries a cane."

"But if the advertiser tells the real reason for his refusal, which generally he does not, and this refusal has to do with the effect of certain copy upon the welfare of the public, a real issue is defined, an issue vastly more important than the immediate commercial interests involved. . . .

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which scare copy can be judged, and this is true whether it is news copy or advertising copy. The criterion is, not what it does to the public, but what it does for the public. . . .

"If scare copy, whether in the news or advertising columns, preys upon the credulity, the superstition, the helplessness, the cupidity of people merely to coin those weaknesses into money without regard for the harm that is being done; if this copy is a lie in spirit or in

fact; if it increases real suffering and misery by dwelling upon an evil for which there is no prevention and no remedy—then it is a crime to use such copy. . . .

"But scare copy that is true, that brings home to each individual a consciousness of his personal responsibility for a real evil that is a constant menace—a reality that exacts a frightful toll in human lives and in human suffering—and points out a direct, simple, effective remedy that ordinary intelligence

## GREVILLE LE POER TRENCH

... having severed  
his connection with  
Kindred, MacLean &  
Company, will special-  
ize in Dealer Help  
and Point-of-Sale  
ideas for advertisers.

## LE POER TRENCH, INC.

512 FIFTH AVENUE

NEW YORK

Telephone BRyant 9-8760

can use—such scare copy is doing a public service so great that we have no standards by which to measure it. . . .

"Certainly the manufacturer uses scare copy because it sells his product. Selling is the most important factor in his business. A man can sell without manufacturing; but he cannot manufacture—and make money—without selling.

"A manufacturer whose selling plan makes money for himself and, at the same time, is of great and definite benefit to the public that does not buy his product seems to me to be a more real philanthropist, a more valuable philanthropist, than one who gives a certain sum of money for a particular purpose. . . .

"The simple truth is that scare copy is the only kind of copy that jars some of us out of our complacent self-sufficiency, our fixed habits of carelessness, our blind delusions that we will get through somehow, our disposition to take a gambler's chance.

"My good friend Reeves and the 'eighty concerns in the automobile industry' must admit that the advent of the closed car and the general use of automobiles in the winter season were contingent upon the appearance of tire chains; but it takes more than the mere statement of such a fact to insure the use of proper equipment to safeguard the drivers of motor vehicles, their passengers and the pedestrians. . . .

"So long as scare copy benefits the public infinitely more than it can profit any company, such a company can afford to let any interest that feels itself antagonized by this copy fight out the issue with the public."

Ah, yes, it was a grand scrap.

And just the other day, the wheel turned. And the public, stunned by a grisly piece of writing called "—And Sudden Death," finally did take a hand.

You know that story—how a magazine article, filled with some of the toughest reading that our American fortitude has encountered, swept the land as if it were a gospel; how it was handed to motorists by policemen; how traffic judges read it from their benches;

how insurance companies—and nineteen years ago two insurance companies drew down the ire of the motor makers—reprinted it in lots of thousands and hundreds of thousands.

Overnight, almost, a nation was brought to realize that, in effect, it was waging civil war.

The cycle has turned. Weed chains are warning you: "Don't gamble with Death!" At this year's auto shows, visitors were handed, along with their official programs, copies of booklets on safe driving.

And out of current copy for motor cars, I quote a few characteristic sentiments—buried in the text, to be sure, but legible:

"Safety goes forward with the surest and easiest driving control the motor car has attained. . . .

"You head into the open straight-away. Easy there. Better keep an eye on that speedometer needle. You're traveling faster by plenty m.p.h. than you realize. . . ."

"The keynote of modern automobiles is streamline beauty and safety. . . ."

And—

"Americans are mile-a-minute drivers—as much as we all deplore it. People *will* drive fast. For every *careful* driver, there are hundreds highballing over the roads at sixty, seventy and even eighty! So \*\*\*\*\* has done something about it. We've made the new \*\*\*\*\* a big, luxurious, SUPER-SAFETY car! It's a much WIDER, lower car, with a wider rear tread in relation to car length than any other car made, because 126 per cent more fatalities happen on curves than from all other causes combined."

*Fatalities?* In copy signed by a maker of motor cars? And where are the seventy-nine *other* makers of motor cars who, just for that, back in 1916, would have bludgeoned this national magazine with a boycott?

Negative copy? Scare copy? The rule book says it's bad.

Yet the question, I submit, isn't: Who's loony now?

Rather it is: As we scamper toward eternity, which indestructible principle of advertising shall we next run down—and demolish?

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## Radio Helps Vaudeville

**R**ADIO, which has been accused of bringing about the decline of the variety stage, through a new program that began last week, is attempting to help vaudeville to a come-back. "The Broadway Bandwagon," a new series to be heard for a half-hour on Wednesday evenings, features Pat Rooney as master of ceremonies introducing acts that were headliners in vaudeville in its heyday.

The sponsor, the Northampton Brewery Corporation, maker of Tru-Blu Beer and Ale, is co-operating with the American Federation of Actors, of which Rooney is vice-president and Rudy Vallee, president, and is drawing its talent largely from that organization.

The new program, says the sponsor, is the result of a search for something novel. All acts, it continues, will be paid. There will be no amateurs.

Booking agents, radio editors and advertising men will be invited to listen to the broadcasts, which will be presented from the Roxy Theater, to pass judgment on the radio value of the acts and also to consider them for stage appearances.



### Form Rochester Agency

Charles L. Rumrill & Company, Inc., Rochester, N. Y., has purchased the good-will and assets of the branch office of a New York agency in that city, and will serve as a general advertising agency at 41 Chestnut Street.

Charles L. Rumrill, formerly vice-president of Tyson-Rumrill Associated, is president of the new organization. J. Erwin Foster is vice-president and art director. Howard M. Robins is secretary and Earl A. Rogers is treasurer. Rochester manufacturers to be served by the new organization include the Bausch & Lomb Optical Company, The Pfaunder Company, Otto Bernz Company, Mixing Equipment Company, Rochester Engineering & Centrifugal Corporation, and Yawman and Erbe Manufacturing Company.



### Account to Lescarbours

The Claretat Manufacturing Company, Inc., Brooklyn, N. Y., radio and electrical resistors and control devices, line ballasts, etc., has appointed Austin C. Lescarbours and Staff, Croton-on-Hudson, N. Y., to handle its advertising.

## TYPE SET RIGHT

Since 1909

## BY MONOTYPE

Since 1917

## BY LINOTYPE

Since 1928

## BY HAND

Since 1909



## TYPOGRAPHIC SERVICE COMPANY

216 East 45th Street, N. Y.

## INDEPENDENT TYPESETTING COMPANY

228 East 45th Street, N. Y.

Divisions of the Electrographic Corporation



# Golfing

**300,000 circulation of solvent spenders**

only, and an editorial policy that gives the rich man the break of considering him a human being.

Published April to August inclusive.





# Optimistic Publishers

## Annual Meeting of A. B. P., Bigger Than Ever, Sees Better Things Ahead

"**B**USINESS publications," according to Arthur D. Whiteside, president of Dun & Bradstreet, "are not getting their proper recognition in the scheme of business."

Mr. Whiteside was speaking at the annual convention of the Associated Business Papers, Inc., at New York, this week. But his speech was early in the session and before the annual banquet. He would probably have changed his mind later had he noted the grand ballroom of the Waldorf-Astoria filled to overflowing with the men who make big business bigger and who were proud to be guests of business-paper publishers. It was the largest and most representative audience ever to attend an A. B. P. convention dinner.

Mr. Whiteside contended that business publications were not sufficiently interesting, and were written so that the average layman could not understand them. He suggested several methods of livening up the reading matter. Among them was a fuller coverage of current events and particularly news on the return of prosperity to many industries. He admitted that this was hard to do, because "most people when just beginning to improve their financial condition, whether in business or individually, strive to keep it a secret for as long a time as possible."

It was Mr. Whiteside's thought that the retailer had shown but little conception of his status as an agent of the national manufacturer and pointed out the duty of the trade publications to assist in bettering these conditions. In his report on conditions throughout the country he stated that women's specialty shops had shown the largest sales increase in the last year with hardware stores being hardest hit.

The convention was decidedly

optimistic. This feeling, brought out by Mr. Whiteside, was particularly noticeable in the speeches of Joseph Eastman, Federal Co-ordinator of Transportation; Col. Willard T. Chevalier, of McGraw-Hill Publishing Company; Ralph Flinders, president of Jones & Lamson Machine Company; Rolland J. Hamilton, president of the American Radiator Company, and Henry F. Grady, head of the Trade Agreement Section of the Department of State.

Mr. Grady proved himself as an able diplomat. Following Col. Frank Knox, publisher of the Chicago *Daily News*, and S. Wells Utley, president of the Detroit Steel Castings Company, at the dinner and both anti-administration in thought, Mr. Grady was in a tough spot. So he discussed the new tariff regulations and predicted that, regardless of the party in power, they would be the means of increasing our international business particularly with Canada and that the upward trend could not be stopped at this time.

At the annual election of The National Conference of Business Paper Editors at the conclusion of the meeting Raymond Bill, editor and publisher of *Sales Management*, was elected president. James B. Lyne, *Railway Age*, and J. L. Frazier, *Inland Printer*, were chosen as vice-presidents, E. F. Cone, *Metals & Alloys*, was elected treasurer, while H. J. Payne was re-elected secretary. The executive committee chosen is made up of: Roy Dickinson, *Printers' Ink*; G. D. Crain, Jr., *Advertising Age*; Don Blanchard, Chilton Publishing Company; Douglas Woolf, *Textile World*; Bernard Johnson, *American Builder*; Virgil Guthrie, *National Petroleum News*; and Arthur D. Anderson, *Boot & Shoe Recorder*.

## Paramount Pictures to Spend \$500,000

A NATIONAL advertising campaign in newspapers calling for the expenditure of \$500,000 in the first three months of 1936 is planned by Paramount Pictures, Inc. Vice-president Agnew made this announcement at a semi-annual sales convention in Chicago this week.

This program is a new departure in Paramount advertising policy, the campaign being the first of its kind to be run by the company.

Eight forthcoming Paramount productions will be featured in the course of the campaign. These include "Desire" with Marlene Dietrich and Gary Cooper; Harold Lloyd's "The Milky Way"; "The Bride Comes Home" with Claudette Colbert; "Rose of the Rancho" with Gladys Swarthout; "Collegiate" with Joe Penner and Jack Oakie; "Klondike Lou" with Mae West and Victor McLaglen; "Anything Goes" with Bing Crosby and Ethel Merman; "The Trail of the Lonesome Pine" with Sylvia Sydney, Fred MacMurray and Henry Fonda.

♦ ♦ ♦

### New Addresses

The Blackstone Company is now in the RKO Building, Rockefeller Center, New York.

Davis, Delaney & Harris, Inc., printer, New York, has moved to 141 East 25th Street, that city.

Mary Pentland Advertising Agency has moved its Seattle headquarters to 208 Columbia Street. Miss Ella Howard is manager.

The Greenleaf Company, advertising agency, 20 Newbury Street, Boston.

P. L. Andrews Corporation, Glendale, Long Island, N. Y., envelopes and folding boxes, has moved its sales office to 1328 Broadway, New York.

Frizzell Advertising Agency, Plymouth Building, Sixth and Hennepin Avenue, Minneapolis.

• • •

### Joins Reliance Graphic

C. Eugene Waddell, formerly Pennsylvania sales manager of the Buffalo Colograph Corporation, has been appointed vice-president in charge of all Mid-western accounts of the Reliance Graphic Corporation, New York, direct-mail concern. His headquarters are in Pittsburgh.

• • •

### Names Gerber & Crossley

Snowshoe Laboratories, Portland, Oreg., have appointed Gerber & Crossley, Inc., of that city, to direct the advertising of Snowshoe leather dressing nationally. Small space is being used in nine publications.

## WANTED

A New or  
Established

## Cosmetic Product, Preparation or Mechanical Specialty

An established organization dealing with the Department and Drug Store Cosmetic Departments is interested in either buying outright or taking over the sales and advertising of a cosmetic product or specialty covered by a patent, or possessing outstanding merit. Also willing to consider development of sales of a new product of unusual character. In reply, outline nature of product and merchandising history. Confidential. Address L. H. Copeland, 230 N. Michigan Ave., Chicago, Ill.

## \$25,000

## Publicity Executive

For largest national company of its kind. Must be a diplomat of the highest order and able to completely sell the products through publicity, appealing to consumer, stockholder, manufacturer, and 13,000 salesmen. The man we are seeking can write his own ticket, reporting only to the president and must be in the \$25,000 to \$50,000 class. All replies will be treated in confidential manner.

**GRUBER PERSONNEL**  
136 So. 17th St., Phila., Pa.

# A Challenge to the Girls

"Why Not Become Business Women?" Asks This Writer Who Is Taking Her Own Prescription

By Elaine Norden

**BRING** on the sackcloth and ashes. Let me bow my head in shame. After reading the public squawks of two advertising agency "girls" in *PRINTERS' INK*, recently,\* I weep for my sex.

Am I unsympathetic toward the capable, ambitious agency women who want to forge ahead, but find their way blocked by men? No; on the contrary, I know exactly how they feel. For twelve years I toiled in advertising agencies—as general roustabout, as copy writer, as account representative. Now, voluntarily and deliberately, I am out of the agency business starting a small venture of my own.

Frankly, after thorough, all 'round experience in the agency business, and agency politics as well, I am convinced that this business offers capable women as good a chance to advance as does any other business owned and controlled by men. The difficulties complained of by disappointed agency "girls" are not peculiar to agencies. In nearly all business, woman customarily find preferment given to men.

Why? Because business is still essentially a man's game. Men own the greater part of the nation's enterprises. Men have started these businesses, struggled to build them up, have done the actual work of invention and manufacture. Is it strange then that men should continue in their established, time-tried way of depending on other men to help them?

Women are still comparative novices in business. And I say this even though my own mother thirty

years ago was a business woman. But thirty years after all is a brief interval in the long span of business development. It is only within a short period of time that women have flocked into business generally. The days when it was not proper for a woman to "clerk" in a store are still within easy memory of many people.

The business "girls" burning with ambition who become bitter at what they consider lack of opportunity forget that they are still members of a comparatively untried group—they are still newcomers in the masculine world of business.

## A Premise Yet to Be Proved

I can hear the "boos" of protest—or were they "meows" of decision? But whatever the vocal method, let me reply, "Not so fast, girls, not so fast. You expect good positions and compensation just because you know in your heart that you are worthy of them. But your sex as a whole has yet to prove that it is equal to men in the major problems of business management."

Wow! Was that a brick or a machine gun somebody aimed at me! No matter! After all my years of agency experience I'm proof against any kind of battering.

Check up the businesses on a typical floor of any general office building. How many of them are owned by women? Women are employed—true. They do good work and occasionally receive good salaries. But in how many offices is a woman taking the primary responsibility of ownership and management?

As long as men primarily are

\* "Advertising Agency Girls," *PRINTERS' INK*, October 10, 1935, page 52.

"Woman's Best Bet," *PRINTERS' INK*, October 31, 1935, page 28.

the owners of the nation's business just so long will business in general continue to be dominated by men. A few outstanding women in every city own businesses and run them remarkably well, but for every woman there are dozens of men proprietors.

"All you get out of years in the business world is a terrific bitterness for things as they are."

Why doesn't the business "girl" who wrote this recently to **PRINTERS' INK** becomes a business woman? Why doesn't she start a business of her own. Here she would find scope for all the ability she has—and for some she might jolly well wish she had before she's through.

Why are not more of these baffled agency "girls" planning to start their own show? Lack of capital is the usual alibi. But stop to consider the thousands of business men who started with little or nothing and scraped along until they began to make a profit.

This is not to say that women are necessarily qualified to run advertising agencies. I have talked with agency women who argued both ways. But there are literally thousands of other avenues in business where no major obstacle stands in the way of feminine ownership.

Let me cite one case in point. A

Detroit business woman had a good position as a secretary, but she also had \$175 in cash and an ambition to start in business for herself. What did she do? Rented an old store on Fort Street, bought re-built printing machinery on a small down payment with the balance covered by her note and a mortgage. She hired a few capable employees—then stepped out and landed her first order for 10,000 letterheads. This was in the midst of the depression, and she had no previous experience in the printing business. Yet today she owns a successful printing establishment. She is a member of the Women's Advertising Club and the Women's City Club and is one of the few women members of the Typotheta-Franklin Association of Detroit. Her name is Adelina Ciavola and I take off my new fall bonnet to her.

Adelina is a business woman—not a business "girl." She isn't afraid of responsibility or of taking a chance.

Come on now, "girls!" What's holding you back? If you want the chance to get by those broad masculine shoulders into the sunshine of business creation or management, why don't you save up and start a business of your own? Many a man has done it.



#### Financial Accounts to Pflaum

General Finance Corporation, Detroit, and the Motor Acceptance Company, Chicago, affiliated companies dealing in automotive financing, have appointed Stanley Pflaum Associates, Chicago, to handle their advertising accounts. Lower interest rates on long terms will be featured in copy appearing December 1. Outdoor, newspapers and direct mail are being used in Detroit and Chicago territories for a start.

\* \* \*

#### Again C. A. N. Headquarters

John Falkner Arndt & Company, Philadelphia, will continue for another year as headquarters agency of the Continental Agency Network. This group, which now has ten agencies throughout the country in its membership, held its annual convention at Cincinnati on November 23 and 24, to formulate plans for the coming year for servicing clients of the member agencies.

#### Marshall Field Changes

R. O. Zachritz has been appointed commodity sales manager with supervision over silk, wool, rayon and cotton dress goods and imported white goods by the manufacturing division of Marshall Field & Company, Chicago. He is the first of five commodity sales managers to be appointed under the new organization set-up of this division. H. R. Boggs has resigned as assistant general sales manager of the manufacturing division. The duties of the office will be temporarily assumed by R. T. Graham, manager of the credit department.

\* \* \*

#### Rogers, Jr., Buys Second Paper

Will Rogers, Jr., who recently purchased controlling interest in the Beverly Hills, Calif., *Citizen*, has purchased *Town Topics*, a weekly of that city, and will merge it with the *Citizen*.

# A Depression Success

(Continued from page 10)

Payment in merchandise would be the equivalent of a free deal or an advertising allowance. We don't want to get started with those evils because we know that they frequently grow into such proportions that they are difficult to handle. The advertiser sometimes loses control of his advertising appropriation.

Almost invariably the results of the advertising carrying the dealer's name are so satisfactory to the dealer that he is willing to repeat this advertising and pay for it himself. This is true of department stores, chain drug stores and independents. Many of them handling Lavena are advertising it at their own expense.

We continue to run our own advertising in the territories we have opened. At the present time we are running regular campaigns in twelve cities.

All of our copy is carefully tested. The value of the appeals is measured by actual sales. We check dealers' stocks before an advertisement runs and after. We also check with the wholesalers as a double precaution. In addition, women are interviewed and asked what interests them in our advertising.

To help us determine the proper appeals, we have made surveys among users. We know now the age groups of the users, the uses to which they are putting the product and the answers to many other important questions. All of this information helps us to determine what we shall say in our advertising and where our best markets lie.

In the beginning we thought it might be necessary to devote more attention to the product itself. We soon discovered that most women are familiar with oatmeal as a beauty aid. It did not seem strange to them, as we had anticipated, that a cosmetic product should have oatmeal as its basic ingredient. Our advertising and sales problem,

therefore, boiled down to one of telling women the reasons why they should use Lavena. We devote more attention to telling what the product will do than we do to what the product is.

Our main theme today is "The 2-minute oatmeal facial" tied up closely with the things it will do, that is, help rough dryness, blackheads, oily skin and coarse pores.

## Reason-Why Messages on Packages

Our packages and cartons carry, in addition to directions for use, considerable text explaining why Lavena should be used. It is just as important, we believe, to put reason-why messages on packages and cartons as it is to include them in our other advertising.

The package itself is an oval tin container carrying the same text as the outer carton. The contents are sealed in the can with a paper "head." Directions and repetition of the principal uses are printed on this seal.

In each package there is a folder containing complete instructions and many different uses.

It is especially important with new products to repeat over and over again at every opportunity what the product is and what it will do. We do it in our advertising, we instruct retail sales clerks to explain Lavena's uses, we print the information on the outer carton, on the package itself, on the paper seal and in the folder. Instructions for proper use must be reiterated.

The information on the package also helps in making the original sale and in stimulating impulse buying. Women seeing Lavena on display can pick up a package and find out for themselves what it is and what it will do.

Originally Lavena was packed only in our standard 60-cent size package. A year or so after it was on the market and was attracting considerable attention, the variety

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stores approached us suggesting that we put out a 10-cent size package.

We were a little doubtful about the advisability of doing this but finally decided that it would do a sampling job for us. It has done much more than that. We believe that we are reaching an entirely different market with our smaller package.

The majority of women who purchase their cosmetics in Woolworth and Kresge stores do so because of the low price. Each woman needs perhaps five or six different items on her dressing table and the larger size packages would represent a big investment because these women, for the most part, are either working girls or women of moderate means. By purchasing 10-cent sizes they are able to supply themselves with the variety of items they desire. It isn't likely that many of them would ever purchase a 60-cent package.

By selling a 10-cent package through the chain variety stores, therefore, we are reaching an entirely different market that does not overlap to any great extent with our other outlets. Sales figures in the territories where the larger size and the smaller size are available indicate the truth of this theory.

Originally Woolworth decided to stock the smaller size packages only in those stores located in cities where we had been advertising and where we already had distribution on the larger package. Sales were so satisfactory that Lavena was placed in all of the Woolworth stores and sales have been increasing even in those territories where we have done no advertising. Kresge, also, is stocking the smaller size package. This volume is attributable largely to impulse buying. The package does the major advertising job for us.

The success of the Lavena Corporation may be attributed, I believe, largely to our policy of proceeding slowly and carefully. Eventually we hope to have national distribution but this will be obtained only after we have built up each territory so that it is profitable before we proceed to the next.

## Capable Sales Executive

I want an opportunity to organize, re-organize or handle a sizable sales force for a distributor or manufacturer, marketing a commodity or specialty in Philadelphia territory.

I want a BIG, tough job that carries a lot of responsibility, promises a lot of action—and with a company willing to pay real money for real results.

With a 28-year background of successful operation, I know what it takes to make a sales force produce. My present work requires good judgment, quick thinking, tact, enthusiasm, and the ability to handle a large number of men, together with the general management of a Philadelphia corporation. Sales have doubled under my supervision.

I want another job because my present opportunities are too limited. I can go to work in 60 days.

College man, age 44, Gentle, married (with family). Will consider only a real job, with a real future, with real people.

Address "A," Box 188, c/o Printers' Ink.



### LONG ISLAND BUYERS READ OUR WEEKLY

**NEWSPAPERS.** Western Suffolk is prospering. More Car buyers to the mile than any place in N. Y. State. Better Grade Estates, Farms... Residential Territory. Our resorts park lots of thousands. Travel all year... Market for better Cars... **THE MESSENGER SMITHTOWN... CENTRAL ISLIP-BRENTWOOD MESSENGER... LAKE RONKONKOMA MIRROR...**

**MESSENGER PRINTERY, Smithtown Branch, L. I.** All copy and ONE plate at Smithtown Branch, L. I. One Dollar and Half per inch all Three... 15%... 5% 8 days 2% 10 days...



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell  
John Irving Romer, Editor and President  
1908—1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
G. A. NICHOLS, Treasurer and Editor  
C. E. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ARTHUR H. LITTLE, Associate Editor  
H. W. MARKS, Mgr. Readers' Service

## EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr., Washington, 1208 Carpenters' Building: Chester M. Wright.  
London, 30 and 31 Great Queen Street, W. C. 2: McDonough Russell.

## ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue: Gove Compton, Manager.  
St. Louis, 915 Olive Street: A. D. McKinney, Manager.  
Atlanta, 60 Twenty-sixth Street N. W.: H. F. Cogill, Manager.  
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 a year. Foreign \$5 a year.

NEW YORK, DECEMBER 5, 1935

## No Longer Afraid of Billions

And still the signs point upward. Optimistic forecasts of business improvement continue to fulfil themselves in terms of better business feeling and bigger business volume.

Better feeling expresses itself in commitments for expansion and for merchandising enterprise. In Chicago, retail advertising runs far ahead of last year's total—and department-store sales top last year's by 20 per cent.

At large, the aggregate of business volume, as measured by the industrial-production index of the Federal Reserve Board, has risen from last year's level of 75 to the low 90's—heading for a January level of 95 or 96.

Among the "durable" industries, railroad buying—and railroad earnings—are on the rise. Residential building next year will double this year's total.

On the farms, purchasing power, with the farmers' debts adjusted, is

strengthening, steadily. With pardonable enthusiasm, the Department of Agriculture has boosted by \$100,000,000 its estimate of this year's agricultural income, and now sets the figure at \$5,800,000,000. And in the nation's agricultural community there has accumulated an unsatisfied demand, in deferred building and building-repair, totaling something like \$675,000,000 and another unsatisfied demand, in deferred purchases of equipment, reaching about \$1,100,000,000.

Thus the statistical size-up of just one segment of business climbs into ten digits; and, although it scarcely attains the stratosphere into which the national debt is rising—this week Secretary Morgenthau announced that for the first time the country's indebtedness is about to cross the mark of \$30,000,000,000—the fact remains that business morale, rejuvenated by business improvement, actually is approaching the point at which it can look upon ten-digit debt-figures without gasping.

These columns have remarked upon the phenomenon before. We repeat: Any man too slow on the up-take to realize that business is on its way out of the woods will realize, too late, that he's 'way behind.

## F. T. C. Climbs the Fence

In its annual report, released last week, the Federal Trade Commission recommends that Section 5 of the creating act be amended "to prohibit, not only unfair methods of competition in commerce, but also unfair or deceptive acts and practices in commerce."

Such an amendment would extend the commission's jurisdiction to text matter on packages. Lacking that jurisdiction, the commission has been over-ruled by the courts in instances in which the commission has insisted that certain text matter, admittedly inno-

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cent of harm to competitors, has carried plenty of potential harm to the public.

Yet here again operates an old principle. It is the history of government-by-bureau that extension of authority is a synonym for extension of the power to regulate—and how the bureaus love that!

Here again looms governmental intrusion, with its attendant evils of usurped and concentrated control, horseback decision, and general, all-around annoyance.

Of government-in-business we've had more than enough. We've enough, also, of regulation. Let this newest invasion be stopped before it starts.

### For Sale: High-Grade Travel

Of course, we Americans must uphold our standards of hospitality and never suffer it to be said that we lack so sadly in courtesy as to handicap foreign enterprise; yet when we find foreign enterprise energetically engaged in taking business right out of our own backyard, wisdom would suggest that we do something about it—at least that we hump ourselves a bit to meet the competition.

In *Hotel Management* for December, Glenwood J. Sherrard, chairman of the travel committee of the American Hotel Association, uncovers an array of give-pause facts. Says he:

"In direct contrast to most foreign governments, the United States Government never has made any attempt to promote travel within or to this country. . . . There are no American agencies devoted exclusively to the promotion of travel maintained in any other country by our Government. In contrast to this fact, there are now in the city of New York approximately fifty-seven tourist information bureaus supported by their respective governments.

"These agencies distribute thou-

sands of folders, booklets, and other literature to prospective travelers, colleges, tourist agencies and other places. This work is entirely removed from and in addition to the advertising and business promotion done by many foreign railroads and steamship companies that maintain offices throughout this country."

Shall the Germans show us how, or the Austrians, or the French? Far more sparingly than you'd think, American States—including California—have spent money to corral visitors. By stepping-up its advertising effort, Maine stepped up mightily, this year, its total of inquiries.

But there's still a promotional job to be done by private enterprise. Loyal to his own vocation—and **PRINTERS' INK** agrees with him—Mr. Sherrard believes that "hotel men can do more to promote travel in the United States than can any other organization or means, even including a Government appropriation."

### New Competition in Packages

More pointedly does it become apparent that no manufacturer of nationally advertised goods dares neglect his package; for, among big-scale retailers, more widely spreads a realization of the potency of the package in promoting private brands.

Recently it was announced that the National Retail Dry Goods Association, at its silver-anniversary convention in New York next month, will present a display of store-developed packages and reward with honor those packages that excel in such qualities as use of color, visibility, consumer convenience, and consumer protection.

A special committee, headed by Irwin D. Wolf, secretary-treasurer of the Kaufmann Department Stores, of Pittsburgh, is rounding up packages now; and the commit-

tee expects to receive entries, of every type and size, from every part of the country.

Says a formal announcement: "The widening interest in the development of private brands among retailers is expected to lend great value to the clinic; and, as a further step in the analysis of the subject, the N. R. D. G. A. is planning a special session on 'The Development of Private Brands in Retail Stores.'"

Time was when the national manufacturer's most powerful weapon against private brands was his package, designed by experts to embody the very characteristics that the dry-goods men are seeking, and identified and established by national advertising.

And still the advantage remains on the manufacturer's side; for in the art of package-making and the art of package-advertising he is blessed—at least thus far—by superior experience, and a long, running start.

Discretion suggests that he keep an even sharper eye on this new competition—and meanwhile hold his lead.

### Why Consumers' Faces Are Red

For the "benefit" of its "many readers who are also subscribers to C. R.," our conscientious contemporary, *The Nation*, digests the report of an invited committee that, at the request of strikers and subscribers, has been looking into the issues in the Consumers' Research strike and into the conduct of the not inarticulate combatants.

And, fulfilling its journalistic obligation, *The Nation* seems not completely comfortable.

Clearing up any lingering doubt that C. R. might be a departmental activity of the National Industrial Conference Board, *The Nation* remarks, editorially: "Founded and operated by and for persons of liberal or radical sympathies, labor trouble in such a group came as a

good deal of a shock, not only to the subscribers, themselves, but to the liberal press and to self-conscious consumers as a whole."

And if that observation seems to have collided with a solecism that knocked it cross-eyed, tolerance may attribute the slip to preoccupation with what you might call curdled loyalties. For, perforce, *The Nation* goes on to highlight the committee's findings—

The C. R. set-up "lends itself to arbitrary and capricious management."

There is no basis in the management's charge that the strike is a plot to seize control of C. R. for (1) the vested interests, or (2) the communists.

As to strike conduct, there was violence on both sides, but "the employment of armed guards by the management, the provocative tactics of these guards, the resort to violence and the usual anti-labor tactics of employers largely contributed to a state of mind in which acts of desperation were almost inevitable."

And finally, and this in the investigating committee's own words: "Consumers' Research, which now regards itself as sufficiently staffed with 'loyal employees' to continue its functions, will not succeed in re-establishing public confidence, probably not even the confidence of most of its subscribers, until it has adopted a policy of fair dealing with all its employees, based upon collective bargaining in place of an autocratic paternalism."

Thus, by broadcasting the committee's low-down, does our contemporary convey benefit to those of its subscribers who have been drawing their buying erudition from Washington, N. J. However, "benefit" seems to include neither assurance nor consolation.

Accurately, no doubt, does *The Nation* call the consumer self-conscious—embarrassed as he is by the height and the depth and the thickness of his bewilderment.

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# In Showmanship Supreme!



That's  
Station  
**WINS**

**O**UR listeners begin at the top. Note Howard Price entering the portals of the elect. Howard Price, whose golden tenor voice has been heard so long and so often over Station WINS exclusively, from now on is under contract to N.B.C. adding lustre and charm to the A & P Gypsies.

Day after day and year after year a vast army of the twelve million that comprise the New York market tune in on WINS. They have learned to expect from WINS ... Showmanship Supreme.

Place your  
national  
spot cam-  
paign with  
**WINS**

Radio Station

## WINS

Owned and Operated by

**HEARST RADIO, Inc.**

114 East 58th Street

New York

# The Little Schoolmaster's Classroom

The Reading Puddle Ball



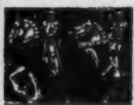
SAVINGS ON COINTEGRATION

It is not at all surprising to find that the idea of the puddle ball has been taken up by the German people with great interest. In fact, the puddle ball has been taken up by the German people with great interest. In fact, the puddle ball has been taken up by the German people with great interest.

All of this, of course, is extremely interesting to the German people. In fact, the puddle ball has been taken up by the German people with great interest. In fact, the puddle ball has been taken up by the German people with great interest.

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QUESTIONS OF COINTEGRATION

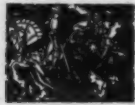
But all of this is extremely interesting to the German people. In fact, the puddle ball has been taken up by the German people with great interest. In fact, the puddle ball has been taken up by the German people with great interest.

Chicago, Illinois, is a city of great interest. In fact, the puddle ball has been taken up by the German people with great interest. In fact, the puddle ball has been taken up by the German people with great interest.

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THE PUDDLE BALL HAS BEEN TAKEN UP BY THE GERMAN PEOPLE WITH GREAT INTEREST.

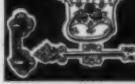
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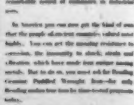


The Reading Puddle Ball

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QUESTIONS OF COINTEGRATION



FOR some time now "The Reading Puddle Ball," house magazine of the Reading Iron Company of Philadelphia, has been telling the story of wrought iron throughout history. A current issue tells of the uses of wrought iron in ancient Germany. Another article in the same issue begins a series on the use of wrought iron in historic American forts.

Such a company as Reading Iron can hardly afford to forget history, for its product is one peculiarly attached to passing time. Durability is wrought iron's chief characteristic, certainly most spectacular. People dig up wrought iron pipes every one had forgotten about, and wonder at their preservation.

For such reasons, history is worth looking at with other than academic eyes.

• • •

It will soon be the time of year when American business goes Santa Claus in its customary manner.

The business man who in the course of the previous twelve months had found it necessary to buy, or maybe to be considered a prospective buyer, will become the unwitting recipient of a tangible chunk of Christmas cheer. And the seller, who had the misfortune to be a seller, will find himself relieved of a considerable piece of Christmas cash.

It is not necessary, however, for the buyer to be "unwitting," nor in fact to be a recipient at all. Today many enlightened companies make it plain that they consider the Christmas gift to buyers an antiquated practice that has no place in modern business relations.

Such a company is the Roger Smith Hotels Corporation. In staging a determined mutiny against the bounty (Yule variety), this organization is now sending a letter to all its vendors which, because it is an excellent example of placing the cards upon the table—tactfully, the

# WITCH DOCTORS



## AND SPACE SALESMEN

Many space-salesmen use witch doctor methods of selling. Queer incantations of various records... a confusion of figures which obscure the plain facts.

The Evening Telegram in Toronto, *Canada*, is an enlightened paper. It could truthfully state for example, that it carries *more Classified advertising* than any other evening newspaper on the American Continent. But, its claims are brief and straightforward. Its power is the power of the people themselves. It has for years enjoyed their confidence and support because its editorial policy is as straightforward and sincere as its space-sales policy. Telegram circulation is confined to Toronto—the most concentrated section of Canada's richest buying market.

# TORONTO

IS A

## "TELEGRAM" CITY

NEW YORK: Dan A. Carroll, 110 East 42nd St.

CHICAGO: J. E. Lutz, 180 N. Michigan Ave.

Schoolmaster reproduces in full:  
TO OUR VENDORS:

The real spirit of Christmas is too fine to be spoiled.

It has been a rather widespread custom among some vendors to make Christmas gifts to buyers. We feel that this is a very bad practice as applied to hotels and we have long had a ruling that none of our executives or department heads are permitted to accept such gifts.

We think it only fair to acquaint you with our viewpoint, as we believe all of our employees would prefer to maintain a strictly business relationship with your company and not be the recipients of gifts, which, in the final analysis, are really gratuities. Therefore, you will be saving yourselves and our employees embarrassment by discontinuing this practice.

We assure you that we have enjoyed our relations with you and that we intend to continue a fair and open purchasing policy, with merit as the only consideration.

Extending to you the Season's kindest greetings from all of the

Roger Smith Hotels and their employees, we are,

Yours very truly,

ROGER SMITH HOTELS CORPORATION.

An attitude of this sort is bound to be reflected in a more wholesome relationship between buyer and seller.

• • •

Recently the Schoolmaster told how a prominent food advertiser, with a basket and appropriate ribbons, announced to food editors the addition of four new soups to its family.

This week, to carry the birthday theme a step farther, the Schoolmaster notes how another food company is celebrating the first anniversary of one of its products. The company is National Biscuit, the product Ritz Crackers and the "celebration" a four-color birthday card sent to the entire sales force.

The card, headed "Happy Birthday—One Year Old," describes briefly the phenomenal growth Ritz has had since it came into the

## 3<sup>RD</sup> State in HOGS ... NEBRASKA

Nebraska's income from hogs is huge because hogs are produced more economically here than elsewhere—due to the abundance of corn, alfalfa and above-normal sunshine. Hogs contribute heavily in making Nebraska the FIRST state in "Farm Income per capita"—therefore, one of the most attractive outlets for your products.

It's a "cinch" to select Nebraska's most effective advertising medium. The Omaha World-Herald has, for over 30 years, maintained a record of unbroken leadership in Circulation, Advertising Volume and News Features! Check available data to see how few newspapers, anywhere, have as complete dominance in their territories as the Omaha World-Herald in Nebraska-Western Iowa!

# Omaha World-Herald

**Merits a Place on Every "A" Schedule!**

O'MARA & ORMSBEE, INC., National Advertising Representatives



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world on November 21, 1934. It is illustrated with a lighted candle on a Ritz Cracker base. Directly beneath the picture are two lines of type that tell the story perhaps just a bit more effectively, to wit:

1st Ritz ..... Nov. 21, 1934  
Over 5,000,000,000, Ritz Nov. 21, 1935.

Not an epoch-making idea to be sure, but a rather pleasing and simple way of doing a little job which is far better done than not done at all.

...

"A Guide to Applicants for Direct Loans" is the title of the sixth of a series of analytical studies dealing with current national subjects of business interest prepared under the joint sponsorship of the National Conference of Business Paper Editors and the Associated Business Papers, Inc.

This is an exceedingly helpful digest of the rules and regulations relating to direct loans that should be of interest to every business concern needing additional financing. Copies may be had for 25 cents apiece by writing to the Associated Business Papers, Inc., 330 West 42nd Stret, New York.

...

One of the most difficult problems any company has to face comes up when an old and valued employee decides to change his connection. This is particularly important if the employee has a great many friends in the business.

Some companies take the situation as an opportunity to endeavor to tear down the good work that

## ROADS AND STREETS

ROADS AND STREETS has always been recognized by engineers in Federal, State and County highway departments; also road contractors, as the authoritative magazine for the street and highway field.

## WATER WORKS AND SEWERAGE

In this field the engineers, federal, municipal and consulting, who design and supervise construction; also officials in charge of plant operation and maintenance are readers of Water Works and Sewerage, A.B.C.-A.B.P.

## Sporting Goods Journal

The only A.B.C.-A.B.P. magazine serving sporting and athletic goods outlets. Largest circulation. Independent. Covers all channels of distribution, including jobbing houses, exclusive sport shops, sport departments in department stores, hardware stores, etc.

## MIDAS CRITERION

With which has been merged Bowne's Wines and Spirits. Leading and oldest magazine covering the wine and liquor industry. Reaches distillers, rectifiers, wineries, importers and wholesalers. Largest paid circulation. A.B.C.-A.B.P.

## Gillette Publishing Co.

400 W. Madison St. - Chicago  
155 E. 44th St. - New York

... on the air for



## COCA-COLA RAY NOBLE AND HIS ORCHESTRA

A WILLIAM MORRIS BOOKING  
(In Association with Rockwell-O'Keefe, Inc.)

WEDNESDAYS ... 9:30 P. M. ... C. B. S.

WILLIAM MORRIS AGENCY, INC.

HOLLYWOOD

LONDON

CHICAGO

Mayfair Theatre Building, NEW YORK CITY



## Representatives Wanted

for the **INDEPENDENT WOMAN**  
—Advertisers selling to women  
should use at least one Club  
Woman's Magazine and should  
choose the one having the largest  
A. B. C. circulation.

The **INDEPENDENT WOMAN**  
has 60,000 subscribers. Unique  
plan for representatives. Com-  
mission basis.

### Independent Woman

ADELAIDE HULL STEWART  
Advertising Director

1819 Broadway, New York City  
Columbus 5-3934.

## Photo Prints

*Any size Any quantity*

DISPLAYS and BLOW-UPS. Black and white  
or colors. Lowest prices.

We are specialists in coloring and framing.

**F. NEW PROCESS STUDIOS, Inc.**

51 East 21st St., NEW YORK CITY  
Telephone TO. 6-4312

## "I'd okay him for any job in advertising or selling."

That's what one prominent executive says about  
this man. He's an idea man who can sell his  
ideas, who can develop them into complete  
campaigns, with the magazine, newspaper, ra-  
dio display and direct mail advertising neces-  
sary. He can hire and direct the sales force,  
plan the sales campaign, handle the publicity.  
A straight-thinking writer, an inspiring  
speaker, a producer with a twenty year sales  
record in the home equipment field. Age 44,  
married, available Jan. 1. Address "G,"  
Box 195, Printers' Ink.

## LIBERAL PROPOSITION to Account Executive

who can develop immediate billing.  
Agency 2 years old, soundly estab-  
lished and growing rapidly. Full co-  
operation assured. Right man, after  
proving himself, may secure interest  
in agency. Write "J," Box 195, P. 1.

## BINDERS

To make the files of the Printers' Ink  
Publications more accessible we sell  
binders at cost. The Weekly holding  
twelve copies is \$1.25, postpaid, and the  
Monthly holding nine copies \$2.00, post-  
paid. These binders are an attractive  
addition to any desk or library.

the man has done over a long  
period. Such a solution of the  
problem is no solution because it  
makes a company look quite silly  
to go about the trade suddenly an-  
nouncing that an old and valued  
friend was after all a piker, per-  
haps a crook, and at least a dis-  
gusting and distasteful individual.

The other and better method is  
to admit that the former employee  
was an excellent man and that the  
company regrets his loss but that,  
after all, the company itself is  
bigger than any employee and that  
any service the former employee  
gave was made up in part—and a  
large part frequently—of the ser-  
vices of the company behind it.

From Clark & Gibby, Inc., a  
member of the Class recently re-  
ceived a letter which shows a tact-  
ful and praiseworthy handling of  
one of these difficult situations.  
The letter follows:

### GENTLEMEN:

A business tragedy has just oc-  
curred in our house.

Our Mr. Berry, who has been with  
us over twenty-five years, has joined  
a firm in which he will be one of  
the partners. Twenty-five years is a  
whale of a long time and he hated  
to leave us almost as much as we hated  
to have him go.

But now begins that mean struggle  
between friends to try to keep you  
as a customer.

After all, you are a Clark & Gibby  
customer and we've always tried our  
best to do a good job for you.

"Old Man" Clark and "Old Man"  
Gibby and a squad of live youngsters  
are right on the job to give you the  
best that is in us and we just hope  
you will stand by us at this critical  
time.

We deeply appreciate your past  
business. Please "stand by."

Sincerely yours,

GMC/m CLARK & GIBBY, INC.

P.S. A Make-Your-Own-Price Re-  
moval Sale is now going on at 6 East  
43rd Street.

Horlick's Malted Milk Corpora-

TORONTO  
MONTREAL  
WINNIPEG  
EDMONTON

## GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### HELP WANTED

**Small agency** wants competent copy man, layout ability, for part time basis (evenings satisfactory), who wishes to earn extra compensation. Write, giving qualifications, experience, age. Box 996, P. I.

**ADVERTISING MAN**—Must know layout, copy, production. Complete charge retail store dealer service for manufacturer catering to women. Salary, about \$40.00. Box 993, Printers' Ink.

**Account Executive**—Fully recognized, well equipped, medium-sized agency, excellent reputation, high grade accounts, has opening for man who can develop immediate business. Pleasant surroundings; fair treatment and hearty co-operation assured. Liberal proposition. Address, in confidence, Box 989, P. I.

### VISUALIZER AND IDEA MAN

Wanted a good all around artist who is a good letterer, layout and figure man, for a large lithograph house. One who has a good color sense, and can design window displays. Be free to answer this Ad as our Art Department knows of it. All answers will be kept strictly confidential. Box 994, Printers' Ink.

**WANTED:** Responsible manufacturer wants merchandising expert of the HUMAN DYNAMO TYPE, on excellent products over which anyone can thoroughly enthuse. Prefer man now unemployed so could start on a trial basis. Excellent opportunity as right man could quickly earn general managership of a large old-time business. State salary for trial start. Address Box 990, P. I.

### MISCELLANEOUS

**ECONOMIZE!!** Reproduce Sales Letters, Bulletins, Price Lists, Testimonials, Pictures, Diagrams, etc. 600 copies \$2.50; add 1 hundred 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

**NEW AND REBUILT PRINTING MACHINERY.** Type and Supplies. We buy Press Numbering Machines, any condition. Printers Supply Co., Inc., 100 West 21st Street, New York.

**WE BUY, SELL, APPRAISE PUBLISHING BUSINESSES,** and advise with publishers regarding their problems. Harris-Dibble Co., 11 West 42nd St., New York City. Telephone LONGacre 5-6540.

### POSITIONS WANTED

**ADVERTISING MAN,** 8 years successful agency and retail merchandising record. Now employed, seeks Chicago agency connection. Age 30, married, college graduate. Box 992, Printers' Ink.

**Advertisers**—Young man, 26, college and Harvard Business, completing 1½ years' well-rounded experience in leading agency. Knows newspaper printing and position from client's viewpoint. Box 991, P. I.

### PRINTING BUYER AND PRODUCTION MAN

7 years' experience. Knows all the details. Honest, reliable, hard-worker. Age 30. Box 995, Printers' Ink.

**EXECUTIVE** with proven successful record for twenty years in management, sales, advertising, direct mail, and house organs, is seeking a connection. Organizer and lecturer on business topics. Not restricted as to territory or initial remuneration. Write or wire for interview and credentials. Box 988, Printers' Ink.

## CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

Corpora-

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

FASTER SERVICE

Want Photo Offset

\$1.50 FOR  
100 COPIES 8 1/2" x 11"  
ANYTHING LESS  
MINIMUM ORDER \$2.50

WANT ORGANIZATION 100 BETH AVE. N. Y. C.

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*No responsibility is assumed for any omission*

Advertising rates: Page \$125; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

tion is giving away, in connection with its radio program "Lum and Abner," an almanac for an outside wrapper of Horlick's Malted Milk.

Lum and Abner are hill country men, proprietors of the Jot Em Down Store, and their authorship of an almanac is in character. They put into it some of the typical, gentle American cynicisms—"Never put your faith in seed catalogs. That thing with the double-barreled name always turns out to be radishes." A number of departments give advice on "When to Plant What," hunting, household handicraft, fishing, cooking. Each department is signed by a character from the radio program.

An occasional box does spade-work for Horlick's.

♦ ♦ ♦

### Convention Dates

National Retail Dry Goods Association, silver anniversary convention, Hotel Pennsylvania, New York, Jan. 20 to 24.

California Press Association, San Francisco, Dec. 6 and 7.

Virginia Press Association, mid-winter convention, John Marshall Hotel, Richmond, Jan. 17 and 18.

Life Advertisers Association, Eastern Round Table, Hotel Pennsylvania, New York, Dec. 10.

National Association of Marketing Teachers, annual convention, Hotel Commodore, New York, Dec. 26, 27 and 28.

♦ ♦ ♦

### Package Awards in Ten Classes

Awards will be made in ten classes or groups in the retail packaging clinic competition to be held as a feature of the convention of the National Retail Dry Goods Association at Hotel Pennsylvania, New York, January 20 to 24. The special Wolf Retail Award will be made from among the winners of the group honorary awards. Receiving dates for entries, to be sent to the Association headquarters at New York, are from December 26 to January 10. Awards will be announced January 24.

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### Has Cosmetic Accounts

Monte Christo Cosmetic Company and Sellers Associates, cosmetics, both of New York, have appointed Carver & Brown, of that city, to direct their advertising accounts.

♦ ♦ ♦

### Romaine with Raymer

Pierce L. Romaine, for the last three years with station WMCA, has joined Paul H. Raymer Company, radio station representative, New York.

**INDUSTRIAL EQUIPMENT NEWS**  
What's New

**EQUIPMENT**      **PARTS**      **MATERIALS**

WHAT'S NEW THIS MONTH  
BY THE EDITOR

HERE AND THERE  
BY THE EDITOR

(Accepted Applicant for CCA)

IEN's original 30,000 circulation rate base has been exceeded and delivered as a bonus to advertisers for many months . . . has now reached 40,000 . . . been CCA audited and calls for an equalizing adjustment in advertising rates.

While usual publishing practice would indicate an increase of 33⅓%, in proportion to the 33⅓% circulation increase, the unique economies of the IEN plan indicates an increase of only 10% . . . up from \$69 to \$79 per issue for our standard unit on a 12 issue basis . . . other rates for lesser use upped by the same amount.

Old rates available through December 1936 against, and to the extent of, contracts reaching us prior to January 1, 1936 . . . after January 1, 1936 new rates apply . . . space to be reserved in the order in which contracts are received.

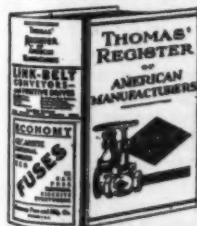
FOR FURTHER DETAILS WRITE OR WIRE

INDUSTRIAL EQUIPMENT NEWS, 461—8TH AVE., NEW YORK, N. Y.

## Thomas' Complete Purchasing Service

The combination of **THOMAS' REGISTER** and **INDUSTRIAL EQUIPMENT NEWS**

the complete informative service for purchasing activities in continuous use by a major portion of the total industrial and business purchasing power of the U. S.—all lines—Everywhere.



26th Annual Edition

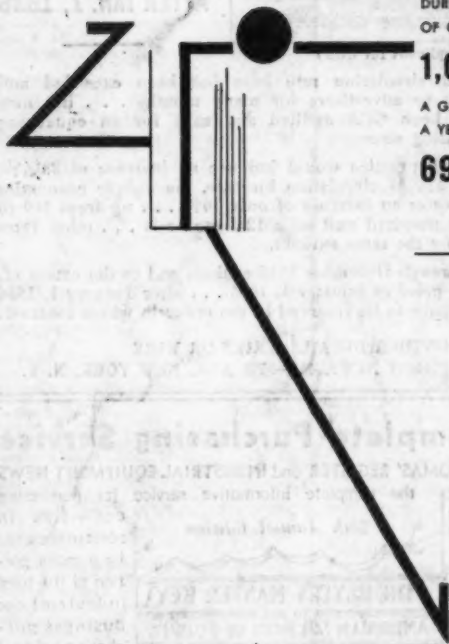
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TO ALL  
AMERICAN SOURCES OF SUPPLY

Member Nat. Assn. of Mfrs.  
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## CLOSING NOW FOR 1936

The annual Register is the **complete file record** for all established products, showing names of all Manufacturers, etc., and descriptive matter for many of them—thus offering the obvious value of a **complete directory** combined with the **most comprehensive collective catalogue**. The monthly "I-E-N" continuously reports new developments as they appear throughout the year, between the annual publication dates of the **REGISTER**.

**Thomas Publishing Co., 461 8th Ave., New York**



AVERAGE NET PAID  
SUNDAY CIRCULATION  
DURING THE MONTH  
OF OCTOBER

**1,027,000**

A GAIN OVER  
A YEAR AGO OF

**69,000**

*—giving the advertiser  
more for his money because it is giving  
readers more for theirs.*

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

NEWSPAPER ADVERTISING IS  
POINT-OF-SHOPPING ADVERTISING

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